2005
RUDY BRUNER AWARD
FOR URBAN EXCELLENCE
# PROJECT DATA

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

**Project Name**: Three Third Place Models: Crossroads Bellevue, Third Place Books & Commons, Ravenna Third Place

**Location(s)**: Bellevue, Lake Forest Park and Seattle, Washington

**Owner**: Ronald Sher, Terranomics Crossroads Associates/Third Place Company, Managing Partner of all phases

**Project Use(s)**: Community gathering places that revitalize existing retail spaces and strengthen cities and neighborhoods

**Project Size**: Total projects: 700,000/sf, relevant portion: 100,000/sf

**Total Development Cost**: Relevant portion: $10,000,000

**Annual Operating Budget (if appropriate)**

**Date Initiated**: Crossroads Bellevue, 1988 / Third Place Company, 1997

**Completed by**: 12/1/2004 95%

**Project Completion Date (if appropriate)**

**Attach, if you wish, a list of relevant project dates**: See attached list

**Application submitted by**: Ron Sher, Managing Partner, Terranomics Crossroads Associates

**Organization**: Terranomics Crossroads Associates/Third Place Company

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Weekend Contact Number (for notification):

**Key Participants** (See attached sheet)

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing
- Magazine Advertisement
- Previous RBA entrant
- Other (please specify)
- Professional Newsletter
- Previous Selection Committee member
- Organization
- Magazine Calendar
- Bruner/Loeb Forum

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[Signature]
# PROJECT DATA

## Key Participants

<table>
<thead>
<tr>
<th>MULTIPLE PROJECT PHASES</th>
<th>Key Participant</th>
<th>Telephone/Email</th>
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<tbody>
<tr>
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<tr>
<td>Third Place Books and Commons</td>
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<td>Ravenna Third Place</td>
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</tr>
</tbody>
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1. Give a brief overview of the project, including major project goals.

It began as an investment in a failing, deteriorating shopping center that was a development challenge. To redevelop the Center into a successful project, Ron Sher determined that the best strategy was to celebrate the urban energy of the area and the cultural diversity that came from a large nearby immigrant population. The 40 acre site, not near a freeway, in what was then a declining neighborhood, could not be redeveloped like a normal shopping center. Crossroads had many vacancies, little energy, and was attracting gang activity. What mix of services and amenities would be needed to turn such a place around? Could the transformation be done cost-effectively without razing the complex? How might the mix of cultures near Crossroads lend their vibrancy to the project? Ron Sher took a gamble that people would rediscover the shopping center if he could create a welcoming environment where people would meet friends, socialize or just enjoy this new kind of streetscape, while doing daily errands or having a meal. As you'll see in the Perspectives for Crossroads, Ron listened to the community and built an "eclectic living room" that its users value and that has transformed the neighborhood, while acting as a catalyst to stores throughout the entire center. During the process, he came across Ray Oldenburg's book The Great Good Place and recognized that he was building what Oldenburg calls a third place with the Crossroads community.

When it became clear that Crossroads had made a huge impact on the community, and that it was not only successful in revitalizing the shopping center, but the surrounding area as well, Ron thought Crossroads could serve as a model that a socially responsible company could use to transform problem real estate, help troubled areas and make money. Lake Forest Park Towne Centre had been a failure since it was built in the 1960s. The upper level and interior retail spaces were chronically vacant, and City residents shopped elsewhere. Ron was able to lease most of the upper level, negotiating substantial improvements that helped transform the dark, cramped mall into an open, light filled space. He opened Third Place Books, four small restaurants, a demonstration kitchen, a stage and an open area that could seat 600, and the popular HoneyBear Bakery. The space has evolved, and now the community area, the Commons, is managed by a nonprofit organization in cooperation with the Bookstore. Third Place Books and Commons has revitalized the shopping center, inspiring the City of Lake Forest Park to put together a task force and a series of community forums to explore ways to expand and sustain the renaissance of the City's new downtown.

Ron's latest community building venture is Ravenna Third Place. It is a smaller model, located in what was once a consumer coop grocery store. Residents in the surrounding neighborhood are very proactive. PCC Natural Markets had opened their first store in the building and residents were vocal about what they did and did not want to see in that space. Again, Ron listened to the community and built a different third place on a smaller scale: a bookstore and bakery café with free WiFi, a small stage where local musicians perform and plans for a smoke-free pub on the lower level. Open for just a year, it is already a popular neighborhood hangout. This project may have the broadest applicability because it can happen as a small-scale neighborhood initiative. This kind of third place could be replicated in one, or a whole row of empty storefronts in a downtown devastated by a "big box" discount giant. Or by a group of people with limited resources who think a third place would liven up their street.

2. Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

According to a 2001 study conducted by the Congress for the New Urbanism and PricewaterhouseCoopers, nearly 19 percent of all regional shopping malls are dead or dying. What if some of these shopping centers could be recycled to serve their communities in a new way, while retaining their retail purpose? Those of us who have participated in these three projects think the gradually evolving community-designed third place answers several needs: it gives new life to old retail spaces, in a larger complex it can be a supportive haven for small businesses, and, as you'll see in the Perspectives, as this kind of redevelopment causes the people involved to connect with one another in new ways, it sparks revitalization of neighborhoods, and a new kind of downtown emerges that renews and re-uses what is already built.

Success is contagious. We've seen our third places benefit public health and welfare in surprising ways. Even the smallest third place can host a class for seniors or a presentation in another language for new immigrants. As you'll see in the Third Place Books & Commons Perspectives, groups and agencies will get together and collaborate, given a low or no-cost space where people like to gather. When the intent of the space is truly to serve a community, magic can happen. Making these models work takes patience and a willingness on the part of the developer to be led by the people who use the space, and to proceed in a way that enhances the quality of life for the surrounding area. We think these three models, small, medium and large, will inspire creative spaces and third places we can't even imagine.
1. How has the project impacted the local community?

Crossroads Shopping Center has been transformed from a nearly dead retail complex into a lively, indoor community gathering place, the "downtown" of east Bellevue, a Puget Sound area suburb. Crossroads' success is due to a unique public, private, government partnership, under the leadership of developer Ron Sher. It has changed the way people in this ethnically diverse and vibrant neighborhood interact with one another, with local government and law enforcement.

Success with Crossroads led Sher to try two smaller versions of this model in Lake Forest Park's Towne Centre, a poorly designed, nearly vacant mall, and Third Place Ravenna, located in an area that was once a small coop grocery store. These two projects illustrate the portability of the "third place" model. Both have become community centers, supporting cultural and social life in ways that fit the needs of the surrounding neighborhoods they serve.

The economic impacts on the communities have been substantial. The projects have resulted in a large increase in revenue to the cities in the form of retail sales tax and B & O taxes. At Crossroads, there has been a decrease in crime, and an increase in property values near the Center. An area which had been primarily older, small single family housing became attractive to young families and housing values have increased dramatically. Nearby apartment complexes which were run down are being upgraded as rents increase. Now homes are advertised as being within walking distance of Crossroads.

In Lake Forest Park, Third Place Books and the Commons have brought a similar increase in tax revenue to the City of Lake Forest Park. The community gathering place draws not only residents, but people from nearby communities who come for events, to hold centrally located meetings, and to shop at other businesses in Lake Forest Park's new "downtown". Houses are marketed as "being within walking distance of Third Place". Most importantly, the space we occupy had never been successful retail space.

2. Describe the underlying values of the project. What, if any, significant tradeoffs were required to implement the project?

Crossroads Shopping Center is the downtown of East Bellevue. Sher felt that the strong energy and diversity of the neighborhood were something to celebrate, and that if the Center could attract a critical mass of retailers, the perception of success would enable it to attract other draws and build the strength and the reach of the Center. Initially, the focus was on getting people into the center and making them feel comfortable. Since many national retailers weren't available, they reached out to smaller, local companies. Food court vendors were small businesses, offering authentic ethnic food. Tradeoffs always involved thinking long-term rather than short term. We would have to operate on the belief that if we kept pursuing the right policies we would eventually get the return. Leases were structured to keep rent and other charges very low, with substantial rent participation once the tenant had reached profitability.

Third Place Books was devised as an experiment to see if a single store/bakery could be a catalyst that could turn around a property or neighborhood. The first Third Place opened in 1999. It is located in Lake Forest Park Towne Centre, a small, poorly designed shopping center that has had difficulty keeping tenants since it was built. Again, the company needed to think long term, of what it could do to have a positive financial impact on other retailers in the complex. My somewhat utopian vision involved so much more that could reasonably be expected from an independent bookstore and bakery café in today's business climate. I wanted to encourage hanging out, without a focus on commercialization. I could do that at Crossroads as I had 40 acres that would attract more traffic, but this was not true in Lake Forest Park. We benefited from very cheap rent and substantial tenant improvement, but even that has not brought profitability. The success of Third Place Books and Commons has been high in non-monetary rewards, and its development as a center for the community makes it a model of how private, public and government collaboration can turn a place around.

Ravenna Third Place is the closest to a pure "third place". Having the experience of the first two to draw on has helped make the location a success from the beginning. Randy Lee did a great deal to build goodwill in the neighborhood with his sensitive handling of the community at the outset of the project.
3. Describe the key elements of the development process, including community participation where appropriate.

Ron Sher is the Managing Partner of Terranomics Crossroads Associates, the owner of the Crossroads Shopping Center. He has been responsible for the redevelopment, leasing, and management of the center since 1988. Crossroads is the site of Crossroads Mini City Hall (MCH), a branch office for the City of Bellevue. The Perspectives pages from the Mayor, Planning Director, Community Involvement Coordinator outline the city's complex relationship with the shopping center.

Sher is also the founder and majority owner of Third Place Company, the owner of the HoneyBear Bakery, Third Place Books and master lessor of the 50,000 square feet that has become the Third Place Commons, Shoreline Community College, and 5 retail/restaurant locations. There has been substantial citizen participation in Third Place Books & Commons. Lake Forest Park residents formed a nonprofit organization to manage the Commons, the open space adjacent to Third Place Books. Third Place donates the space and support services to the nonprofit group. The organization has a part time paid Director, Karen True, and a Board of 17, drawn from city government, the library, community college, bookstore and residents of the community.

Ravenna Third Place is too new to have much data on ongoing community involvement. The Perspective of Randy Lee describes the active participation of the community in the determination of the use of the space and the choice of Third Place Company's proposal for a bookstore, café and community center.

4. Describe the funding sources of the projects, Please include all funding sources and appropriate square foot costs where applicable.

After an initial partnership that was formed to buy and redevelop the 460,000 s/f Crossroads Shopping Center, located on a 40 acre site. When funding for the Center ran into difficulties Ron Sher formed a new group that eventually bought out the other investors. Most of the new capital came from his interests and one other investor, as well as from two lending companies.

The money for Third Place Books came during a time when the venture capital market was at its peak and investors were demanding 30 to 40 percent returns. The Third Place Company was intended to be socially responsible investment, and even in the most optimistic forecasts could come nowhere close to those returns. Sher was committed and decided to do it anyway, drawing from a few investors and his own resources. Part of the financing included a $1,000,000 tenant improvement allowance from the owner of the shopping center to help with the construction. The leased area is approximately 50,000 square feet.

Ravenna Third Place is 7,000 s/f. It was developed by Third Place Company and Metrovation.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

There are hundreds of similar retail complexes throughout America that offer the possibility of combining retail businesses with public services and community gathering spaces where people can linger. These business spaces are seen as problem properties, and may be located in suburban areas that were once considered to be immune to the problems of larger cities.

The Third Place model is a recipe for turning places around, by encouraging public-private-government partnerships to meet the needs of the communities they serve. The three third places in this project show how the core idea of a community gathering place can be applied in small, medium and large settings, and in very different physical spaces.
2005 RUDY BRUNER AWARD
COMMUNITY REPRESENTATIVE PERSPECTIVE

RUDY BRUNER AWARD FOR URBAN EXCELLENCE
COMMUNITY REPRESENTATIVE PERSPECTIVE

Connie B. Marshall, Mayor, City of Bellevue (page 1 of 2)

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Connie B. Marshall
Title: Mayor
Organization: City of Bellevue
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Connie B. Marshall, Mayor

1. How did you, or the organization you represent, become involved in this project? What role did you play?

Over the years, the Bellevue community has been an active partner in shaping the Crossroads Shopping Center. Ron Sher, Managing Partner of Crossroads Shopping Center/Metrovation, has openly involved Bellevue residents, business leaders and city leaders in visioning and planning a shopping center that not only meets the retail shopping needs of the community, but also provides a vibrant, comfortable and inclusive gathering place for all people. Metrovation has consistently invited residents and stakeholders to share their ideas for improving the Crossroads retail and residential area.

As the Mayor of Bellevue, as a City Council member, and as a Bellevue resident, I have worked closely with Ron Sher and the Metrovation staff on a number of projects to benefit Crossroads and the greater Bellevue community. Our working relationship has included service in behalf of the Advance Bellevue leadership development program, the Workplace Literacy Program, and numerous civic and human services projects in the Crossroads area.

2. From the community’s point of view, what were the major issues concerning this project?

Prior to its acquisition and transformation in the hands of Metrovation, Crossroads Shopping Center was becoming an eyesore. Businesses were leaving, buildings were deteriorating, and the center was gaining an unsavory reputation as the hangout of local gang members. Residents of the surrounding neighborhoods were choosing to do their shopping elsewhere. From the
COMMUNITY REPRESENTATIVE PERSPECTIVE

Connie B. Marshall, Mayor, City of Bellevue

community's point of view, the major issue was the need to prevent further decline of the shopping center and its immediate environs. When Metrovation acquired the shopping center in 1986, the deterioration process began to reverse immediately. New retail attractions, refurbished buildings and unique gathering places drew the community back together and gave birth to a new sense of community pride. The shopping center went from bringing the neighborhood down, to building it up. The redevelopment of Crossroads Shopping Center catalyzed the renewal of the Crossroads community.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

From a community perspective there were very few trade-offs or compromises during the development of this project. Metrovation's Crossroads Shopping Center project was a "win-win" situation. Any concerns about construction activity or traffic impacts resulting from a hugely successful shopping center were more than offset by the overwhelming community enthusiasm for the positive impacts of Crossroads' transformation.

4. Has this project made the community a better place to live or work? If so, how?

The Crossroads Shopping Center has been a landmark in northeast Bellevue for decades, but since its acquisition by Metrovation in 1986, the center has become something much more than a collection of stores; it has become the center of community life in Crossroads. Metrovation's innovation and leadership on this project have resulted in tremendous gains for the Crossroads area and the City of Bellevue as a whole. In addition to shopping and socializing, people can conduct civic business at the Crossroads Mini City Hall, hold community meetings, check out books at Library Connections, and talk to police officers at the community police station. These and other partnerships are vital to the community and build a strong sense of place.

The upgrade of the shopping center has raised the level of pride and involvement in the surrounding community. The center hosts community gatherings, festivals, and meetings and workshops on a range of topics – from emergency preparedness to neighborhood planning. The City and the shopping center have partnered in hosting discussions of emerging issues – through public forums, town hall meetings, job fairs and human services fairs.

In addition, the center has responded with sensitivity and promptness to the increasing diversity of the Crossroads population. Metrovation has successfully brought people from all walks of life together in Bellevue's most culturally diverse neighborhood, hosting a thriving Workplace Literacy Program, citizenship classes and ESL classes. The shopping center has recruited tenants who provide services in multiple languages, and has connected people through music, community events, ethnic dining and diverse shopping opportunities.

Ron Sher's passion for building community is evident in all that he does -- at the shopping center, and beyond. He has donated his time on countless occasions to civic programs and activities spanning a wide range of interests – from economic development to neighborhood outreach, education, and even international relations.

5. Would you change anything about this project or the development process you went through?

This project is a unique success story, resulting in clear and unquestionable benefits to an entire community. I would recommend no changes in either the project or the process.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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1. How did you, or the organization you represent, become involved in this project? What role did you play? A group of citizens who called themselves the Crossroads Citizens Committee became concerned with problems in our neighborhood in the mid-70’s. This was more than 10 years before Ron Sher and his company purchased the Crossroads Shopping Center. The Crossroads Neighborhood was suffering from lack of planning, sidewalks, community services, and activities for children and youth. Crossroads had major traffic congestion, and a lack luster shopping area. A quote in the local paper described the Crossroads area as a “ghetto”. Members of the CCC worked with the city and developed a sub-area plan for the neighborhood. Improvements followed: Sidewalks, a park, and a community center that offered counseling for youth and children. The Crossroads Shopping Center remained a neglected eyesore with the property owner unwilling or unable to change its downhill slide. Then in 1988 Ron Sher’s Terranomics group, (now Metro Vation), purchased the Crossroads Shopping Center. Finally, the CCC and the city had an active partner in their efforts to make Crossroads an outstanding neighborhood. By then I was Mayor of Bellevue, and had not forgotten my roots – Crossroads.

2. From the community’s point of view, what were the major issues concerning this project? Long suspicious of “developers”, the citizens of Crossroads were certainly not
expecting to meet a developer who was an idealist determined to turn a profit. Nor did we believe the two could go together. We were used to the usual suburban shopping mall concept. With his vision and imagination Ron proposed something entirely different - a community gathering place for Crossroads. We had no other choice than to cautiously embrace his vision, and hope he knew what he was doing. The very fact that he sought our advice made him a different kind of developer

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?
We were pleased that redevelopment would trigger required and badly needed transportation and sidewalk improvements. However, the proposed changes were not acceptable to some of the shopping center’s most popular businesses. At least one of these relocated out of the Crossroads neighborhood. Others moved to stand alone locations on the fringes of the Crossroads property. CCC was treated as a real partner, and reassured that the end product would be worth the changes.

4. Has this project made the community a better place to live or work? If so, how?
Ron Sher rehabilitated a floundering shopping center, and created a community – a people place. Families come to hang out instead of gangs. He created a comfortable and eclectic living room for the community. It draws nearby apartment dwellers, those in surrounding single family neighborhoods, serves all ages, and excites the senses as it provides a gathering place for those of every culture and ethnic group. Visitors to the area are attracted by the wonderful blending of the diverse population that frequent the shopping center, the live entertainment, exotic food court, and the shops that tickle one’s creative urges. We who have worked with Ron have come to trust his judgment, and support the proposed changes. All good plans must be flexible, and so it is with Crossroads. Businesses have come and gone in the 16 years since Ron purchased the Crossroads Shopping Center. But, with each change CCC and the city are consulted, and encouraged to participate in the process. Ron has proved himself to be a wizard in knowing what will work in the area. Rather than a “ghetto” Crossroads has become a desirable destination for those in the city and beyond. It has offered stability to what was once a fragile community. There is finally pride in Crossroads for what it has become.

5. Would you change anything about this project or the development process you went through?
We who have so long been involved helping Crossroads be a viable successful neighborhood only wish that Ron Sher had come sooner. We still provide a sounding board for Ron and his people. We find them open about their needs, and they respond to our suggestions in a positive fashion. Currently Ron is seeking city support of an update of the Crossroads Sub-Area Plan as it pertains to the Crossroads Shopping Center properties. This process will involve an outreach to the citizens in the area, and new people will have an opportunity to help Crossroads respond to changing circumstances. We commend the project and the process.
COMMUNITY REPRESENTATIVE PERSPECTIVE

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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1. How did you, or the organization you represent, become involved in this project? What role did you play?
I became involved with Friends of Third Place Commons through Anne Stadler when I volunteered to set up a domain and build a website for the Commons in 2000, a few months after the nonprofit organization began. I joined the Board and continued to work on the mailing list and program committees during the startup phase. Much of the work the Board did during the early period of the program involved inventing an organization that could raise funds, initiate and sponsor events and respond to the community’s needs and questions about the Commons.

Early in 2000, the Board hired a facilitator who led us through defining our mission, and goals. Soon after, we hired our first part-time director to keep us on track, plan, schedule and work on events. At this point the board was doing quite a bit of work for the organization, including event programming. Our first director left the organization on good terms when we decided our director should now focus on outreach and program development. I was on the committee that interviewed candidates for the 2nd director. It took awhile to find someone who ‘clicked’ with Friends’ mission and goals, but when we found Karen True we knew she’d do a great job. Since then I’ve remained an active volunteer/board member, maintaining our website, writing grants and fundraising materials, and supporting Karen in reaching our goals.

2. From the community’s point of view, what were the major issues concerning this project?
The community objected to Lake Forest Park Towne Centre when it was built on top of a wetland in the 1960’s. Its poor design has always hampered businesses, and people shopped elsewhere. There are still people in the community who would like it to be swampland again, but they are dwindling in number.

Now, six years after its opening, Ron’s placemaking has changed Lake Forest Park and surrounding North-end communities. The Commons area is always pleasantly busy, events and activities happening alongside people working, visiting, having a meal, playing cards. Free weekend music, WiFi, and a nice mixture of locally owned eating places make the space feel good. The place feels like a gift to me, which is why I’m an eager volunteer. Recently the City convened a task force to examine what redeveloping the site might mean. Meetings were held in the Commons and were very well attended. If the City Council approves the budget proposal, a second group will implement the Task Force recommendations by revising zoning codes and updating the City’s Comprehensive Plan.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?
We didn’t know how the community would decide to use the Commons at first. People started to hang out right away, but it took a year or more until people felt enough ownership to initiate programs. Our first director did a good job at the beginning, but she wasn’t wholeheartedly convinced that the Commons would work. I would advise groups like ours to search for someone who projects confidence, high energy and good humor, has a track record of initiating and following through on projects that involve a range of partners in private and public sectors, and, most importantly, search until you find someone who understands and is enthusiastic about the concept of placemaking.

The space is smaller than Crossroads and not all of the building is part of Third Place. We have learned to fit our events around the bookstore and demonstration kitchen activities, and through our director, Friends of Third Place Commons has established a good relationship with most of the center’s merchants. Scheduling is so tight, we are struggling with the idea of assessing a fee for people who want to reserve the glassed-in meeting room on a regular basis for private activities or events. Doing this goes against our desire to keep the Commons free, but we have to make sure everyone has a chance to reserve the space, a benefit of membership that has increased our support base. The room can still be reserved for events open to all at no charge.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

4. Has this project made the community a better place to live or work? If so, how?

The Commons has brought the community together in many ways. Lake Forest Park is a small town within an urban, metropolitan region, in a hilly area covered with second growth forest. As you drive north toward the city on the state highway, you come down from the crest of a hill and all you can see are trees. In a large part of the city, houses nestled among trees on winding rural roads with no sidewalks. There are also neighborhoods where the houses are closer together, connected by sidewalks and quiet streets. The Commons is a central gathering place that has greatly enhanced the feeling that we all live in the same town. When I first moved here, I had to work at getting to know my neighbors and I often wished I had the easy relationships with people that I had had in my old location.

The establishment of a nonprofit organization to support the Commons was a community-building process itself. I met many interesting people as we worked to establish our mission, organizational structure and goals. We always met at Third Place and gradually we all came to know not only each other, but other regulars as well. I learned about the history of the town. I was the first scheduler for the Commons and I met quilters, book club members, square dancers, chess players, moms group members and their children, teachers, a poet, mountain climbers. One of our first events was a breakfast group that met monthly to hear a talk given by an interesting resident. To say my horizons expanded would be an understatement.

As we facilitated the first events, people became inspired. They could offer a T’ai Chi demonstration, or hold a class on interviewing community members for posterity. We required that any event or activity be open to everyone at no charge. People who attended events remembered the space when they had an event of their own. Community building really took off when a group of social service agencies combined to collaborate on a resource fair to celebrate Children’s Day, an initiative started by our state’s governor who had just had his first child. The agencies wanted to get information on issues like domestic violence to women who might be afraid or uncomfortable seeking out help. They organized a morning of activities like storytelling and cookie decorating that would amuse young children while their parents browsed the booths. Attendance far exceeded expectations, families had a great time and an annual event was inaugurated. That event, which happened right as our second director came on board, was a catalyst for unprecedented collaboration and connection among what were once competing hospitals, health care and social welfare agencies. The senior center is a similar story. They have their own facility, but often bring activities and classes to the Commons because more people come.

The Commons is safe in many ways. It's accessible, has great parking, it’s open from 8 am until 10 or 11 pm, 365 days a year. If wind knocks your power out, you can come to the Commons, have a cup of coffee and play Scrabble with your next door neighbor whose power is out, too. Senior women who live alone can meet a friend for dessert. When I started working on the Bruner award I talked to a woman who is familiar with Crossroads. She told me about how during one of the big storms when power was out everywhere, people came down to the shopping center where it was warm and there was food, and they stayed until after midnight. Crossroads stayed open long past closing time, people had fun and I knew exactly what she was talking about. It has happened at Third Place Commons too.

Other people have described how these third places have energized and revitalized businesses and led to positive changes in surrounding neighborhoods. I marvel at the gift of connection, and mutual respect and recognition that happens on a small scale and carries through to the point where the shopping center stays open so you don’t have to stay home by yourself in the dark.

5. Would you change anything about this project or the development process you went through?

I would agree with Ron when he says that he will secure a financial commitment from city government while problems exist. His relationship with the City of Bellevue is cordial, mutually beneficial and good for both sides. As Co-Chair of the Board it is my responsibility to raise funds for the community center activities, including our Director’s salary. The contrast between Bellevue and our own City Council could not be more stark. Some don’t understand or care what the Commons is all about and they are reluctant to fund us. We are planning to start a Farmers Market next summer that will increase traffic on Sundays, bringing more business to our merchants and delighting everyone we’ve shared our plans with, their reaction is lukewarm. The Mayor and City employees who work with Friends of Third Place Commons are enthusiastic supporters. I suspect our Council might have been if they had participated from the beginning.

Live and learn. Otherwise, it has been nothing but a pleasure to work with Ron and the staff at the bookstore. We can’t thank him enough for picking our ugly, dysfunctional shopping center to work his magic on!
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature: Anne Stadler (Mrs. David)

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I was/am a citizen of Lake Forest Park who has lived here since 1959, two years before LFP became a town. King County allowed a developer to pave over wetlands to create a mall which later became the Town Center of Lake Forest Park. The town was incorporated to stave off further harmful development. From the start it was a failing mall. Local people used Seattle for much of their shopping.

Friends started in 2000 because the mall had a new lease holder. Third Place Books. Ron Sher, owner of Third Place Books, was very touched by the work of sociologist Ray Oldenberg identifying “third places” as essential to the lives of human beings: eg. zocalas, common spaces where people could gather, public squares. In 1998, he opened Third Place Books. It had a very large common area and stage, flanked by cafes. It became—literally—the new “lease on life” for Lake Forest Park. We finally had a “center” and people gathered there to have coffee, see friends, listen to music or readings.

One day, I overheard Ron telling the Town Manager that he didn’t know if he could continue to maintain the common space—it was so costly. I introduced myself, and asked him if he’d be willing to work with some citizens to involve the community in the commons. He was eager to do so, and in late 1999, with five or six other citizens, we started Friends of Third Place Commons. I was Chair for the first two years. Our board included a City Councilman, the chair of Shoreline/Lake Forest Park Arts Council, a representative of the Lake Forest Park Stewardship Foundation, the Director of the Shoreline Community College computer education center (located in the Mall), owner of Great Harvest Bakery (another mall business), the government and community affairs staff person for the City of Lake Forest Park, the King County Branch Librarian (located in the mall), a representative of the Shoreline Senior Center, a representative of Master Gardeners, Ron Sher, and Robert Sindelar, Manager of Third Place Books, and several citizens who were key volunteers, assisting in website creation and maintenance, securing volunteers, and scheduling programming in the Commons.

2. From the community’s point of view, what were the major issues concerning this project?

Lake Forest Park was a suburb—not a real town. We needed a place where we could feel and see ourselves as a community—a place which would be inclusive of all ages, incomes, etc., welcoming, and reflective of the community.

There were many voluntary organizations located in the area, but no one except their members knew about them. So we needed a place where they could invite the community to view their wares, learn what they care about, and enjoy the benefits of their gifts and interests.

AND we needed a commercially successful, people friendly town center—one which would have businesses we needed, used and cared about!! One which attracted local residents, and also people from nearby Shoreline, Edmonds, Kenmore, Bothell areas as well.
COMMUNITY REPRESENTATIVE PERSPECTIVE

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

The major one was learning how to manage a private, public, non-profit/citizen partnership. The City of Lake Forest Park got involved, giving us funding each year for programming in the Commons. We had citizen members. And there were other organizations with whom we participated in getting funding for specific programs, such as Threshold Players—a playback theater group which obtained King County Arts Council funding for telling community stories, and Shoreline Senior Center which obtained funding for an arts program for seniors which met at the commons for eight weeks.

There were issues raised about Why allocate public money for programs in a space which benefits a private business, Third Place Books?

And Third Place Books had issues centering around their Friday and Saturday night live music programs and their calendar: How did publicizing Friends of Third Place Commons assist (or interfere with) Third Place Books’ branding efforts?

We participated in making these decisions by having a Board which reflected all these needs and practicing truthful and respectful conversation—immediately—as issues arose. We also maintained the values we upheld for the Commons—open communication, respect for all, and inclusiveness—in all our interactions. So, in effect we, as a Board, were a commons!

4. Has this project made the community a better place to live or work? If so, how?

Totally!! It truly was not a community before the advent of Third Place Commons! It was a suburb and our economic and cultural lives were almost completely Seattle-oriented. Lake Forest Park IS a community now.

This past year, I served on a community advisory group for imagining a sustainable Lake Forest Park Town Center. In every community forum we held, citizens participated in unprecedented numbers. They all named the Commons as a key element in a successful and sustainable town center. That is due to the wonderful experiment of private, public, non-profit/citizen initiative Ron Sher and his employees have been willing to participate in.

5. Would you change anything about this project or the development process you went through?

I would create the Commons Board immediately as part of the launching and branding of the private business venture. And I would envisage staffing it as part of the start-up business and public investment. (Funding for the staff person would phase out after a reasonable period of time, as the community membership expanded.) AND I would have staff do much more of the work Karen True did during the past two years she’s been involved—in community contacts and scheduling—creating the Commons as THE community hub. I would also investigate how we could have one of the music nights each week—which draw such a wonderfully diverse crowd—be programmed by Friends.

It would also have the added benefit of being a more thoughtful and public spirited partner one could ever have!!!
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PUBLIC AGENCY PERSPECTIVE

Dan Stroh, City of Bellevue, p. 1

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Signature

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The City of Bellevue has played a variety of roles towards repositioning Crossroads Mall to become the vital community resource it is today. These efforts have been in partnership and cooperation with Ron Sher and his staff at Terranomics/Metrovations, an exceptionally progressive manager/developer that the City is very fortunate to have shepherding this project over a decade and a half. In the mid-1980s Crossroads was a troubled mall, beginning to impact both the economic competitiveness of other East Bellevue commercial properties and the image of the surrounding residential neighborhood. With the progressive new Mall ownership, the City saw the opportunity to re-position the Mall to become a positive influence. The Terranomics effort has succeeded far beyond the City’s expectations, to the point that this project is now a regional and perhaps national model of re-positioning a troubled mall property to become a significant community resource.

The City’s active involvement took several forms:

- Facilitating permits for planned improvements, and actively working with the developer and community interests to ensure that the permit process was not a roadblock to the Mall’s redevelopment. The fundamental entitlements were already in place for the commercial uses and expansions on this site, so the City’s efforts were more in the order of minor modifications and facilitation rather than wholesale zoning amendments.

- Public capital improvements in the vicinity of the Mall. These have occurred in several stages, with public investments complementing the private re-investment effort. These public investments include street and intersection upgrades, pedestrian improvements, streetscape landscaping, public art, and most recently, development of the adjacent park with an international theme to reflect the diverse ethnic base and large immigrant population of the Crossroads neighborhood.

- Siting of City services in and near the Crossroads Mall. Recognizing the public interest in the continued success of the Mall’s regeneration, as well as a desire to meet the needs of a much more ethnically diverse neighborhood, in 1993 the City established a neighborhood service center (“Mini City Hall”) as a shop-front operation in Crossroads Mall. Staffed with limited regular City staff and a large number of trained volunteers, this operation buttresses the Mall and provides special services to the diverse population in the Crossroads neighborhood. At about the same time, the City also sited a neighborhood police station near the Mall.

The City’s partnership efforts with the Mall continue. In 2005 we will be working with the Mall and the wider community on an update of the Crossroads Subarea Plan to consider Plan refinements, such as mixed use development, that will continue to support the economic vitality of the Mall over the long term.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

In the early to mid-1980s, Crossroads Mall was beginning to be seen as a troubled property. The Mall occupies a prominent site and is large enough to have significant spillover impacts, either positive or negative, on a large portion of East Bellevue. Issues included crime, the reality and perception of gang activity and an incipient reputation of being an unsafe place; and a sense of physical and economic neglect. These were somewhat surprising issues for Bellevue at the time, because the City was generally known as a relatively young (incorporated 1953), higher income suburban community.

Based on the above, the benefits of re-positioning and revitalizing the Mall were obvious. This is why the City welcomed Terranomics as new owners and encouraged their redevelopment plans.

Revitalizing and expanding commercial properties in developed neighborhoods almost always
involves some trade-offs and tensions, over the familiar issues of growth, traffic, and neighborhood spillover impacts. In the Crossroads case, many area residents were beginning to recognize the need to bring the center back to life, which helped create a spirit of cooperation and the facilitation role the City was able to play.

3. How did this project affect your community? Please be as specific as possible.

In the early to mid-1980s, Crossroads Mall appeared to be on a downwards spiral, with the potential to suppress neighborhood values in parts of east Bellevue. Today the Mall is widely seen as a cherished community resource. It is a community gathering place, a place for spontaneous interactions, a place to “hang out” and have fun, a mini-Downtown with an impressive mix of people of various ethnicities and ages. In short, it is the “third place” for many residents of Bellevue and the greater Eastside.

There no longer is a widespread perception of Crossroads being an unsafe place; to the contrary, it is now seen as a desirable place to visit. The ethnic food court with its extensive shared seating area, live stage, cinemas, bookstore, public library, street-oriented uses and other eclectic mix of commercial activities make Crossroads a major community resource.

Some elements of the Crossroads picture are difficult to quantify. My observation is that many Bellevue residents feel a strong affinity and loyalty to Crossroads Mall, and a sense of appreciation for the sensitive and thoughtful way the site has been brought back to life, and the way this commercial property seems to make all feel welcome—whether they are coming to spend a lot of money or just “hang out.”

Again, the benefits of turning around a troubled commercial property into a valued community resource are huge, in buttressing the community’s quality of life, social capital and cohesiveness, and ability to assimilate the area’s large immigrant population; as well as positive impacts on property values in east Bellevue.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would benefit agencies like yours in other cities?

As a planner, I find several aspects of Crossroads to be of real interest to planning agencies in other cities, because they respond to issues that communities across the nation are facing.

- Re-inventing and re-positioning aging commercial shopping malls. Many communities are struggling with decades-old malls that are no longer meeting consumer preferences. New models are needed to re-invent, rather than abandon, these older commercial centers. In many cases, this means introducing mixed use, additional density, internal streets, sidewalk-oriented restaurants, and other design elements very different from the models of the 1950s, ‘60s and ‘70s. Crossroads has been an innovator in introducing many of these features.
- Celebrating diversity. Immigration has always played a key role in the development of the nation, but integrating new immigrants into the life of our communities has been a continuing challenge. Crossroads Mall seems to have succeeded in creating the type of “third place” that feels welcoming to people of many diverse backgrounds, including the large immigrant population of east Bellevue. Likewise, it appears to be a place that is succeeding in reaching out to capture multiple generations.
- Creating “Third Places.” In an age of the Internet, video games, TV, and “virtual community,” people still have a need to come together and form communities in physical spaces. Crossroads Mall has succeeded in creating a physical “third place” that works, and that Bellevue residents clearly use and appreciate.

5. What do you consider to be the most and least successful aspects of this project?

Crossroads Mall is a work in progress. One aspect of this project is that the developer/managing partner, Ron Sher, along with superb staff like Lynn Terpstra, are constantly experimenting and tinkering with the model— the physical form, the activities, the tenant mix. The fact that this facility is not static, but rather is constantly evolving, constantly being tinkered with and cared for, I believe is one of the secrets to its success.
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature [Signature]

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

A unique public gathering space has been created in the center of our town by our citizens and Ron Sher, the owner of Third Place Books in Lake Forest Park Towne Centre. Our community gathering place is called Third Place Commons, it is adjacent to the bookstore.

The Commons has always been a public/private partnership, with some government funding for programs. It has resulted in a revitalization of the failing shopping center and the businesses in it. It has provided a place for ongoing entertainment with speakers, public functions and a variety of activities in which the community participates. It has provided a meeting place for individuals, groups and organizations. Ron Sher is the person most responsible for this innovation.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Ron Sher's vision to create a third place and what it would do for our community happened as he thought it would. Our shopping center changed its character completely, from a dull building with many vacancies, to a bright, lively space welcoming residents and attracting visitors from surrounding communities.

The project has also brought huge financial benefits to the community. Our city saw a 25% increase in sales tax revenue the first year Third Place opened. However, the key benefits have been in what I now see as the development of social capital. Suburban communities historically have been built around schools. In 1970's 70 percent of households had children. But in 2020, demographers estimate 70 percent of families will not have children in school. Communities that undergo this type of shift need a “third place.” Lives are made richer when we leave our homes and offices to be with one another at a social-civic gathering place. It has a democratizing effect as well. "They" become "us". The importance of this in our suburb with large lots and no sidewalks can't be underestimated. The Third Place Books and Commons created a “third place” in our city.

The City of Lake Forest Park has participated by providing public funds to support the Third Place Commons.
3. How did this project affect your community? Please be as specific as possible.

Our community center has become a thriving place for social interaction among not only the citizens of our immediate community but also the region. First, individuals and groups take advantage of the informal atmosphere to meet socially and to do business because of the structure of the place. Five different ethnic restaurants are available in the space and long tables and lounging chairs are available. A branch of the Shoreline Community College shares 7,000 square feet of the space, which adds an interesting dimension. Famous authors, political figures and scientists are brought to the Commons by the bookstore at no cost to residents, to talk on the stage to large audiences. Hilary Clinton, Wally Schirra who went to the moon, Jesse Ventura and Ralph Nader, have all visited this space, drawing in hundreds of fans. Families and children regularly use the space for their own enjoyment or to attend a special event like our annual community Halloween party. Special events for seniors, schools, and political campaigns are held there.

I believe that without Third Place Books and Third Place Commons, the City would never have embarked on a task force called Sustaining a Livable Lake Forest Park: the Future of our Town Center. In a yearlong process we hired consultants and did economic, fiscal and real estate analysis to determine what actions were within the City's control so that we could change regulation and the regulatory framework to encourage the revitalization of the commercial property in a way that works for our City. At three well attended community forums all held at Third Place Commons, citizens shared their heartfelt commitment to Third Place; it has become the heart of the community. It is now impossible for people to imagine a future without this center to our civic and economic lives.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would agencies like yours in other cities?

Yes. This project provides an innovative method of fusing the interests of the profit motive and the interests of the community into a general benefit to all parts of the community. It is a flexible model that can be adapted to the needs and priorities of the community.

The particular aspect of the project that is the most intriguing is the formation of Friends of Third Place Commons. This is a non-profit organization through which both public and private funds are integrated to provide people with activities that are responsive to the needs and wants of the community. The Commons and the Bookstore are natural partners. The Bookstore is interested in bringing authors in to sell books and educate the public about the joy of reading. The Commons is interested in establishing an indoor park with a variety of activities and social events to entertain and occupy the people in the community. I have added the Friends of Third Place to my budget. We assist the Friends to staff and program the Commons. Ron has made a generous gift of the space, the light, heat, maintenance, and in the same spirit, recently the Library agreed to extend WIFI access to the whole Commons area and Ron made it happen.

It's hard to say what makes the space work so well for our town. Other major contributors to this Third Place atmosphere are the Shoreline Community College and the King County Library, both of which have an understanding of the third place concept and support it.

5. What do you consider to be the most and least successful aspects of this project?

The ripple effect of Third Place continues to impact our city. Third Place is an oasis in the shopping center and in the region. There is a deep and broad community support for the project. The atmosphere created by this project has had a spillover effect to a another project funded by the City to transform our town center into a multi-use place with living accommodations and outdoor walking/meeting areas. The most successful aspect of the project is that we now have a center, a place to call downtown; a place where people gather and engage in civic dialogue, economic development and cultural happenings.

There is little downside to this project to date. The space is always bustling and as such it is sometimes difficult to hear a speaker on stage. Measuring the cost benefit of the social goods delivered to the community in economic terms is difficult but necessary for the commitment of public funds. All we have are input measures like number of attendees, number of events and such.
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

While not one of the initial founders of the concept that became the Friends of Third Place Commons, the City of Lake Forest Park became an early budgetary and Board participant, representing the "public" in the public-private-nonprofit partnership. Requirements for City participation include Board participation and an annual accounting of public funds in the support of program offerings and associated overhead.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

The city benefits by having a space and a program director which makes possible numerous events of value to the city's residents. In creating this public-private-nonprofit partnership, new ways of thinking regarding the expenditure of public funds were necessary. This was not (and is not) a slam dunk easy thing to do and has been and is a continuing challenge for the city and the other participants in the partnership. Time will tell how well we learn to work with each other, but our experiences have been a good teacher for all of us.
3. How did this project affect your community? Please be as specific as possible.

The City of Lake Forest Park in a real sense has, through its participation in this partnership, an indoor park, a community center, and a gathering place for city residents. Formal offerings range from activities for children to seniors, and provide opportunities for other community organizations, i.e. schools (both public and private), the library, scout groups, arts council, garden clubs, etc. to provide programs of interest and value to the residents of Lake Forest Park.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would agencies like yours in other cities?

I don’t know if our model is new, but it is one that is still evolving in terms of its operation and trust building. Not everyone sees what is happening in the same way. Some feel that it could and ought to operate without public (city) participation. Others feel strongly that it is the city’s role and responsibility to participate to the benefit of its residents......and that we get a “good deal” from our participation.

5. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of this partnership has been the creation of an indoor park in the city.....a place where people come together both spontaneously and purposefully to participate in activities which range from coffee and conversation to planned community events of general interest to the city’s residents.

The greatest problem (the least successful aspect) remains the city’s ongoing valuing and financial commitment to the model.
PUBLIC AGENCY PERSPECTIVE

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Signature  Sarah Phillips

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

   The College was not involved in the initial development of Third Place Bookstore or the Commons. The main Shoreline Community College campus is located in one corner of the district it serves, and we were looking for a location to house our high-tech and extended learning programs to serve the other end of the district. We approached the LFP Towne Center leasing agent hoping to find a branch location for the college. It did not go smoothly. We ran into serious problems trying to negotiate with the management of the shopping center. When Ron Sher learned that we wanted to locate in LFP Towne Centre, he contacted the college. Together we figured out we could sublet 7,000 square feet of space to create six classrooms for teaching, high tech training, and teleconferencing, in addition to back office and reception areas.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

   What made the project pencil out is that the College did not have to build toilet facilities, a student union, study areas, or a coffee shop because we could share these facilities with Third Place Books and Commons. The presence of the bookstore and the eateries makes the space an attractive place for students. Because it's a neighborhood and community center, the college is also accessible to local high school students who want to take part in college programs. The College is also easy for community members and people interested in training and retraining in high tech areas to get to and use, as there is ample parking and the building is accessible to persons with disabilities. That there is a branch library, a grocery store, a pharmacy, drycleaners and other handy services in the same complex makes this location handy for busy adults who work as well as attend classes. We started the process looking for space. What we had at the end of the implementation phase was essentially a branch campus embedded in the community. We call it SCC@LFP.

   Leasing space from Ron Sher, and sharing facilities, instead of setting up in our own part of LFP Towne Centre initially seemed like a trade-off that could be less desirable, but our location adjacent to the Commons has turned out to be a win-win outcome. It added a quality learning environment to Lake Forest Park, extending the type of education you could get right in town, in a place familiar to everyone.

3. How did this project affect your community? Please be as specific as possible.

   Along with high-tech courses, SCC@LFP also hosts community education classes for seniors in winter, summer college classes, as well as special programs and camps for youth in the summer. The camps have included music camps, sewing, cooking, forensic science, web design and maintenance and drama. Parents know the instruction will be good, and for some children this is the first taste of what college might be like.

   We also think the college's proximity to the community makes it friendlier. It reaches people who might be intimidated by a regular college campus. For example, the college is providing an English language class for working adults. Some of the people who work in the shopping center have limited English language skills and have benefited from classes at SCC@LFP. The College extended its reach and is enriching lives in our community.
4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would agencies like yours in other cities?

The mission of the community college is to provide comprehensive and accessible education. Community college students are on average 27 years old, returning students with work and family responsibilities. Having the college as part of the community facilitated the mission of the college by making education and training more accessible. Education in the mall is a natural. It is where people go.

But locating an educational institution in a mall is not a new idea. What makes this partnership different is that Third Place Books and Commons has been developed carefully over time, with the assistance of a community group, to grow into a community center that uniquely suits the people it serves. Like Crossroads Shopping Center, Third Place Commons is very welcoming to people of all ages, abilities and ethnicities. It’s also a safe environment, with people around from 8 am until 10 or 11 at night. At any hour you’ll find a group of teens sharing a plate of french fries, mothers visiting while their babies sleep in strollers, a group of retired folks playing bridge, people eating sushi or tacos, a solitary reader lost in another place and time, someone researching and writing a novel on a laptop. If you live around here you’ll probably see someone you know. It’s perfect for a school where the students are a range of ages, too.

The Bookstore and the school are also a natural fit, but here the community feeling goes deeper. If the College can accommodate a Commons overflow meeting, they do so. When the College needs a caterer, they can call on the HoneyBear Bakery next to Third Place Books.

For example, our location makes it a good place to recruit students by providing demonstrations of classes on the stage. The nonprofit group that manages the scheduling of the stage considers SCC®LFP part of its community. The College supports the group by being a member in good standing. In exchange, Karen True, the director of the Commons space, facilitates programs we put on there, arranging for sound technicians, lighting, etc. As a member we are not charged for using the space. In a time of tight budgets, our yearly membership is a bargain. The sharing of resources makes the mix work very well.

5. What do you consider to be the most and least successful aspects of this project?

We are serving more and different students than we first anticipated. We set up the SCC®LFP campus when there was high demand for classes to prepare for certification in Linux, Oracle, A+ PC Service Technician, and Web Design. When demand lessened, the location of the college turned out to be a plus. We were able to expand our offerings, and reach new types of students. Demand for certification is growing again, and we were able to keep our classrooms ready for new high tech students.

Another positive asset I haven’t mentioned is the geographic location of LFP Towne Centre at the juncture of two state highways. It is on major bus lines, one of the reasons we wanted to locate here. The campus serves commuters on the way to and from work.

I do not think we have done enough to tell the story of this as a model program. This application process will help us tell our story better. I know I’m delighted to be able to spread the word about how we put the "community" into community college with the help of Ron Sher and our location at Third Place Books and Commons.
2005 RUDY BRUNER AWARD FOR URBAN EXCELLENCE
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1. What role did you or your organization play in the development of this project? Describe the scope of involvement.

I am the Managing Partner of Terranomics Crossroads Associates, the owner of the Crossroads Shopping Center. I have been responsible for the redevelopment, leasing, and management of the center since 1988. I am also the founder and majority owner of Third Place Company, the owner of the HoneyBear Bakery, Third Place Books and master lessor of the 50,000 square feet that has become the Third Place Commons, Shoreline Community College, and 5 retail/restaurant locations. It opened in 1999. Third Place Company recently added another location, Ravenna Third Place. I am also the landlord of the Ravenna store.

2. What trade-offs or compromises were required during the development of the project?

It is in this case best to discuss the projects separately, despite their similarities. Crossroads was a major development challenge. It was a 40 acre site, not near a freeway, in a declining neighborhood. Crossroads had many vacancies, little energy, and was attracting criminal activity. These factors and nearby Bellevue Square's 5 mile radius provision limited Crossroads' ability to attract tenants. What Crossroads did have is its location in the middle of a vibrant, relatively densely populated area, a substantial percentage of whose residents are recent immigrants. Much of the Crossroads neighborhood was developed as multi-family and starter housing in the 1960s, and it has remained one of the few areas on the east side of Lake Washington where low and moderate income families can buy or rent housing.

Crossroads Shopping Center is the downtown of East Bellevue. We felt that the strong energy and diversity of the neighborhood were something to celebrate, and that if we could do this, we could attract a critical mass of retailers, and the perception of success would enable us to attract other tenants and build the strength and the reach of the Center. We believed that this property couldn't be developed using a normal shopping center model. We began with a focus on attracting people to the center and making them feel comfortable. Since many national retailers weren't available to us, we reached out to smaller, local companies. For example, our food court vendors are small businesses, most offering authentic ethnic food. Trade offs always involved thinking long-term rather than short term. We would have to operate on the belief that if we kept pursuing the right policies we would eventually get the return. Leases were structured to keep rent and other charges very low, with substantial rent participation once the tenant had reached profitability.

Third Place Company was devised as an experiment to see if a single tenant could create a catalyst that could turn around a property or neighborhood. The first Third Place, which included a bookstore, bakery café, 4 other restaurants, a demonstration kitchen, stage and later a community college branch campus, opened in 1999. It is located in Lake Forest Park Towne Centre, a poorly designed shopping center of approximately 250,000 sq. feet that has had difficulty keeping tenants. There we needed to convince the lessor of the positive financial impact we would have on other retailers in the complex. At Crossroads one of the heartbreaking things to see was the wonderful, conscientious tenant who struggled or failed because there was not enough going on for them to attract customers. I believed if I brought enough to our space initially, we might be able to jumpstart the shopping center's turnaround. My somewhat utopian vision involved so much more than could reasonably be supported by an independent bookstore and bakery café in today's business climate. I wanted to encourage hanging out and civil intercourse. I could do that at Crossroads as I had 40 acres that would benefit from increased traffic, but this was not true in Lake Forest Park. We had the advantage of very cheap rent and substantial tenant improvement, but even that was not sufficient to achieve profitability. It has financially reached break even cash flow.
which allows us to keep it open, but it is not yet a model that would attract capital, which I hoped it would be. Third Place Books and Commons has been high in non-monetary rewards, and its development as a center for the community makes it a model of how private, public and government collaboration can begin to turn a place around.

Ravenna Third Place was opened in 2003. It is a new and used (mostly used) bookstore and bakery/cafeteria, located in a close-in Seattle neighborhood. Of the three, it is closest to a pure "third place", located in a standalone location that was transformed from a Puget Sound Consumer Coop grocery store that was itself a long-time neighborhood fixture. Like Third Place Books Lake Forest Park and Crossroads, it features weekend music, Wi-Fi access and room to hang out. The building has a basement where we plan to add a smoke-free pub.

DEVELOPER PERSPECTIVE (CONT'D)

3. How was the project financed? What, if any, innovative means of financing were used?
Crossroads: After an initial partnership that I was a minority partner in ran into difficulties, I formed a new group that eventually bought out the other investors. Most of the new capital came from our interests and one other investor, as well as from two lending companies. We had to be creative to come up with the required capital. Part of this was to create a mezzanine lending company.

Third Place Books: The money for Third Place Books came during a time when the venture capital market was at its peak and investors were demanding 30 to 40 percent returns. The Third Place Company was intended to be socially responsible investment, and even in the most optimistic forecasts could come nowhere close to those returns. I was committed and decided to do it anyway, drawing from a few investors and mainly my own resources. Part of the financing included a $1,000,000 tenant improvement allowance from the owner of the shopping center to help with the construction. The owner recouped his investment within 3 years.

4. How did the economic impacts of this project on the community compare with or differ from other projects you have been involved in?
The economic impacts on the communities have been substantial. The projects have resulted in a large increase in revenue to the cities in the form of retail sales tax and B & O taxes. At Crossroads, there has been a decrease in crime, and an increase in property values near the Center. An area which had been primarily older, small single family housing became attractive to young families and housing values have increased dramatically. Nearby apartment complexes which were run down are being upgraded as rents increase. Now homes are advertised as being within walking distance of Crossroads.

In Lake Forest Park, Third Place Books and the Commons have brought a similar increase in tax revenue to the City of Lake Forest Park. The community gathering place draws not only residents, but people from nearby communities who come for events, to hold centrally located meetings, and to shop at other businesses in Lake Forest Park's new "downtown". Houses are marketed as "being within walking distance of Third Place". Most importantly, the space we occupy had never been successful retail space.

Neither Center could have been developed successfully as a "normal" shopping center.

5. What about this project would be instructive to other developers?
First, if you want cooperation from cities, governmental organizations, and citizen groups it is best to get a commitment for that cooperation before you are committed to the project. When you own the project and are committed to a redevelopment, there is little inclination to help the developer. People who are not involved in the business often don't understand the need to partner with developers. If there are good and responsible plans that would improve the city and the quality of life for residents, there should be substantial cooperation on the part of government, and the citizens.

We have seen that the benefit to citizens can be huge. A derelict property is healthy again, contributing to a city's tax revenues. The change can cause a community to coalesce around a
place. The property is no longer a target for vandals or gangs, nearby housing improves in condition and value. The time to explain this is while the property is still a problem!

Many people understand that they have to support those that support the community. This number increases dramatically with education. You have to explain what a project brings to the community. In a successful redevelopment, achieving critical mass and maintaining momentum are essential.

6. What do you consider to be the most and least successful aspects of this project?

The most successful aspects:
- The positive impact on communities
- That we have been able to build three successful models of how to jump start dead or dying real estate in three very different places, using the technique of creating a welcoming community gathering place. This model has application all over the world. It is inexpensive in terms of its impacts, allows poorer communities to recycle existing buildings, and this kind of development strengthens the place where it is located, and it can be effective revitalizing downtowns destroyed by discount retailers like Wal-Mart because third places are true communities.

The least successful aspects:
- The economic model for a Lake Forest Park sized Third Place needs some work. I feel confident that it will get there, we have been open 6 years. There is no question that the net social welfare of society has been increased, but the contribution of the sectors needs to be adjusted by greater public contribution. This was not a problem at Crossroads as with 41 acres we were able to capture enough of the external benefits in the adjoining real estate. At Lake Forest Park, despite a favorable lease and a large landlord contribution, the model could not be held up as sufficiently successful to attract private capital. Had we owned the real estate and partnered with the City, all could have been winners.
PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Address: City/State/ZIP 7968 Phaeton Dr., Oakland, CA 94605
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Signature

1. What role did you or your organization play in the development of this project?
   I participated in the planning, strategizing and management of the redevelopment of Crossroads. Specific duties included acquiring entitlement permits, negotiating leases with major tenants and overseeing their build-out, managing the design efforts of the architects and engineers and bidding, negotiating and managing the contractors constructing the major structures and site work.
   I similarly participated in the development of Third Place Books at Lake Forest Park. Specific duties included managing the design efforts of the architects and engineers and bidding, negotiating and managing the contractors constructing the store.

2. From your perspective, how was the project intended to benefit the urban environment?
   Every decision was based on the criteria of benefit to community and financial viability, with a slight favor toward community, for there was recognition that a failed project would not benefit community and not benefiting community was project failure.
   The intention was to create gathering places where people could meet, interact and connect in a safe, comfortable and welcoming environment while meeting their needs for goods and services. These projects were intended to revitalize the developments and neighborhoods in which they were located and by so doing, increase the vitality, safety and property values of the surrounding community as well.

3. Describe the project's impact on its community. Please be as specific as possible.
   At Crossroads, the district was on a downward spiral, becoming a suburban ghetto of sagging property values, increased crime and ethnic tension. With the redevelopment of the Shopping Center, adjacent properties began remodeling with attendant rent and value increases. The increased activity, combined with the new police precinct station and presence, reduced crime, and the ethnic mix became valued through the celebration of food and culture.
   At Lake Forest Park, Third Place Books transformed the failed commercial center of the city into a vital gathering place, a new and true form of village with local pride of place. Even teens say "It's "cool".
PROFESSIONAL CONSULTANT PERSPECTIVE

4. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

In both projects, plans and strategies were initially developed that could not be totally implemented, either due to financial constraints, or the inability to attract preferred tenants. Adjustments had to be made that wouldn’t compromise the intentions. Site plans were adjusted; finishes and appearances revised; planned spaces were combined into larger suites or demised for smaller tenants; existing tenants that were integral in the original plans were terminated to make way for new tenants that better served the developing situation; when adjacent property was unable to be acquired, it was encouraged to be developed by an unrelated entity that was judged (and proved) to be cooperative with the intentions of the Center development.

I was involved in strategizing on the alternative tactics for achieving the intentions while remaining within the unfolding constraints. I also communicated the changes and challenges to the neighbors, the city and new tenants and negotiated with them to find acceptable compromises. I worked with the architects, engineers and contractors to find alternative cost, space, design and time solutions to obstacles.

5. How might this project be instructive to others in your profession?

The success of both projects is a testament to the power of intention and the value of maintaining the vision in spite of the obstacles; to holding the strategy intact while adjusting the tactics to achieve the goals. It further demonstrates the viability of putting the good of the community ahead of immediate financial success, even if only marginally, for it is the community’s recognition of their importance to the developer that maintains their loyalty and brings about the success, either immediate or eventual, of the development. This is more than lip service to community; this is commitment, for it can be sensed, if false and will fail. To others in my profession, I encourage us to stand up for our ideals as they are really what we have to bring to the creation of a safe, enticing, comfortable and welcoming urban environment.

6. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of both projects is the way they have contributed to the enrichment of and been embraced by the communities. People rub shoulders that might never otherwise have been in contact, developing a true tolerance and appreciation for unfamiliar cultures, challenges, handicaps and behaviors. This has made the experience of life in these communities richer, more fulfilling, more comfortable, more engaging and more satisfying. At Crossroads, perhaps the least successful aspect was the intention to create such a strong vibrant urban commercial draw that it would defer the development of other major new commercial centers in its customer radius. In spite of the new competition, however, the neighborhood remains loyal to the Center for it continues to serve and respect their needs. At Lake Forest Park, the only disappointments may be the current return on investment and the inability to attract as broad, diverse and interesting a range of food court tenants as had been envisioned. However both situations are improving due to the support of the community.
1. What role did you or your organization play in the development of this project?

We are the host site for the Friends of Third Place Commons organization. I manage the bookstore and the large Common area adjacent to it. The Commons area is intended to be used as a gathering place and center for community activities as well as a seating area for 5 restaurants. In order to assure continued schedule of such activities and to ensure that such activities would reflect the needs and wants of the local community the Friends of Third Place Commons was created.

As a bookstore we are a partner with the Friends organization providing them the space to conduct their work and support personnel (i.e. sound techs, set-up). Friends events are included in the store's monthly calendar to get the word out about their activities.

2. From your perspective, how was the project intended to benefit the urban environment?

Quite simply, it was intended to create a "there" where there was none. This area and city had no center or community gathering place. Nor was there any place or way for the various groups in the city and surrounding area (local schools, city government, other non-profits, civic clubs, etc) to network and share resources and information.

The creation of the Commons by Ron Sher and the creation of Friends of Third Place Commons by members of this community all worked together to create this "there."

3. Describe the project's impact on its community. Please be as specific as possible.
4. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

In terms of the Commons area, the biggest trade-off our company had to make was the giving up of control on what happened there. To allow the Friends organization to succeed in its mission of truly representing the Community’s needs and desires, we had to let them do the kind of activities that they thought accomplished this.

In order to do this, I participated, and continue to participate, in meetings in which we hammered out rules and guidelines on how Friends would use the Commons space and what they could expect from us in return. We are fortunate that the current Board and Director of Friends has realized how important this part of the partnership is. Overall the result has been excellent.

5. How might this project be instructive to others in your profession?

Bookstores are natural gathering places already and places that encourage the exchange of ideas. Yet few actually embody this idea with their physical space or their programming and outreach (at least not close to the extent that we do with Friends of Third Place Commons). We already get calls from stores around the country who want to know how we do what we do.

Clearly with the challenges facing independent bookstores, a model like ours and our partnership with Friends of Third Place Commons is an ideal that many bookstores might need to adopt in order to continue to demonstrate the value of independent and community minded business.

Ron’s preservation of another community’s institution, HoneyBear Bakery, demonstrates his unusual commitment to value local businesses. HoneyBear Bakery lost its lease and its neighborhood mourned its loss, both as a hangout and as the purveyor of delicious cinnamon rolls. Its new location adjacent to Third Place Books and Commons brought a feeling of good will to Third Place Books and Commons, and attracted folks from the old neighborhood as well.

6. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of this project is made clear every time a community member mentions “this place has completely changed Lake Forest Park. There was nothing here before. I hope you stay forever.” Such comments are regularly heard in our space.

The least successful part has been getting people to see the difference between the Bookstore and the Friends organization and to understand that without support, the Friends organization will go away and therefore so will so many of the things that people like about the Commons. Friends has made progress in this area, but it continues to be a big challenge. It impacts their fundraising, for example. People perceive the Bookstore to be prospering, and it can be confusing when Friends sends out a request for donations.
4. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

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Clearly the most dramatic change to the community is that the space the Third Place Books and Commons currently occupies (44K Sq ft) was, prior to Third Place’s arrival, a thoroughly underused shopping center with an extremely high vacancy rate. By bringing together a unique blend of uses (Community College, Bookstore, Cooking Classes, Restaurants, Free Live Music) with a “come one come all” Commons area the Third Place space in Lake Forest Park is almost unrecognizable as the ghost town of a mall that was here before.

Beyond that, because of events like Candidate Forums, Kids Day, and Senior Health Day (to name only a few events out of a list of hundreds) members of this community are more informed and more a part of what their neighbors are thinking and doing. On the most simple level, many more members of this community know one another because they now have a place where they all come to gather.
PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

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Signature  

1. What role did you or your organization play in the development of this project?

1. PLANNED TOGETHER WITH THE DEVELOPMENT OF A RETAIL STORE AT CROSSROADS.

2. SAW RONE'S VISION & SKILL TURN THE CENTER OF THE ENTIRE NEIGHBORHOOD FROM WHAT WAS PERCEIVED AS DOWNTOWN, DANGEROUS, UNDESIRABLE INTO A VIBRANT, SAFE, DESIRABLE DEVELOPMENT.

3. CREATING A GATHERING PLACE - A "TOWN SQUARE" W/ A LIBRARY - MINI-CITY HALL, AND A POLICE STATION.

2. From your perspective, how was the project intended to benefit the urban environment?

1. BY CREATING A PLACE FOR PEOPLE TO GATHER FOR FOOD-CULTURE-GAMES.

2. BECAME THE CENTER PIECE FOR THE NEIGHBORHOOD'S RESURGENCE MAKING IT A MORE DESIRABLE PLACE TO LIVE + WORK.

3. UPGRADED THE ENTIRE AREA.

3. Describe the project's impact on the community. Please be as specific as possible.

1. BECAME SAFER.

2. GAVE PEOPLE THEIR OWN CITY CENTER.

3. DREW BUSINESS TO THE NEIGHBORHOOD.

4. GAVE CITY A REASON TO MAKE INFRASTRUCTURE IMPROVEMENTS.
PROFESSIONAL CONSULTANT PERSPECTIVE (CONTD)

4. What tasks and challenges were required during the development of the project? How did your organization handle making these decisions?

1. Required Faith + Patience
2. We placed a retail unit in an area known as "Death Valley" - became #1 store in chain of fifty
3. Others followed to create an exciting + robust environment.

5. How might this project be instructive to others in your profession?

1. If you deal w/ a community-minded developer like Ron, they will make the development + your business successful.
2. You must look @ what can be not what is.
3. Nothing worthwhile is easy.

6. What do you consider to be the most and least successful aspects of the project?

Most successful is the success of many businesses and the creation of a dynamic "3rd place" for the community.

Least successful is that it's still a work in progress that continues to get better + better.
OTHER PARTICIPANT PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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1. What role did you play in the development of this project?
I coordinate the Crossroads Mini City Hall (MCH) as part of the Neighborhood Outreach team for the City of Bellevue. The MCH facility was originally established at Crossroads in 1994 as a neighborhood service center. The concept of a city satellite office emerged when city officials recognized that Crossroads residents were less likely to access services at the main city hall than other Bellevue residents.

The city was looking for a way to be present in the Crossroads neighborhood and a partnership with Ron Sher, (managing partner, Crossroads Shopping Center) was a natural progression. The transformation of the neglected Crossroads shopping center to a community gathering place was well underway and Ron was already well known for his passion for innovative projects with positive impacts on the community.

MCH staff have been so fortunate to be located within this community hub. Ten years later, (MCH) services have evolved to include many community partnerships, formed to deliver services in response to community needs. Due in large part to Ron Sher’s vision and leadership, the (MCH) has become a catchall for people looking for help with anything from city codes to complex family issues needing multiple referrals.

2. Describe the impact that this project has had on your community. Please be as specific as possible.
Within days of beginning my new position as coordinator of the (MCH) in 1997, it became apparent that Crossroads was a very different kind of shopping center.

At an initial meeting, the MCH staff identified what they felt to be the most urgent need in the Crossroads neighborhood. Limited English workers who worked 2-3 jobs were having trouble accessing English as a Second Language, (ESL) classes in the area. The workers faced transportation and time restraints which seemed insurmountable to moving forward and learning English. After a brainstorming session with shopping center management, a new program was born. A partnership with Bellevue Community College, the King County Library and Crossroads Shopping Center was established, offering free “Workplace Literacy” classes before and after work shifts at the community room within the shopping center. Five years later shopping center staff continue to be an integral part of this program, contributing resources and energy toward this very successful partnership between business and community. The classes are offered where employees work and live; the increased communication at the workplace has helped business retain valuable employees and employees with limited English are able to move toward a better quality of life.

The success of this project and countless others over the past ten years are a result of Ron Sher’s leadership and the shopping center staff’s “can do” approach to community partnerships. Their reputation has become far
reaching over the years. Now, surrounding communities near and far also think of the Crossroads shopping center as their gathering place.

Recently, I attended a meeting with several other Eastside cities and non-profit organizations to plan a large kick-off distribution event to promote “Helpful Connections,” a multi-lingual access guide that many partners from all over the Eastside have contributed to. The first agenda item for discussion was to find a venue for the event. A woman raised her hand from a neighboring city and said, "We have to have this event at Crossroads; it’s the center of the multi-cultural community and everyone feels comfortable there.” Another participant chimed in, “They’ll say “yes;” they always say “yes” when it’s for something like this that brings the community together.”

The shopping center is recognized throughout the greater Seattle area as the place to hang out if you want to experience Bellevue’s growing diversity. Over 27% of all Bellevue residents speak a language other than English at home so the focus on multi-cultural events is just one of the many ways the management responds to reflect the diverse community. In fact, Lynn Terpstra, the marketing director for the shopping center will be recognized by the City of Bellevue’s Cultural Diversity program in January for her consistent support to the growing diversity in our community.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

There are always some trade-offs and compromises when you are courageous enough to affect change with innovative projects that have never been tried before. Because I work in direct service with Bellevue residents, I am in a unique position to see that change can be difficult for some, especially for those who have lived in the neighborhood for more than 50 years.

With each change there is push back from some in the community. I see it as healthy opposition. Crossroads shopping center makes decisions for the good of the overall community, and in so doing there can be trade-offs for some. Since Crossroads is a community within itself, people are forced to experience it all if they want to participate. And they do want to participate, even the minority who have objections to change seem to recognize what a unique and special place we have at Crossroads.

One man came to (MCH) recently, complaining about the daily “mall walkers” and groups of mentally disabled people at nearby tables. They were disturbing his concentration, while playing on the giant chess board. As he was explaining this to me, a mentally disabled person who regularly visits the shopping center pushed in front of him to show me her new Special Olympics medal. He smiled slightly and shook his head, then muttered under his breath, “Only at Crossroads.”

4. What do you consider to be the most and least successful aspects of this project?

The most valuable thing I’ve learned from being a part of the Crossroads experience is to stay open, keep trying different approaches and always learn from the experience. If an event or project falls short of our expectations, then we use it as a stepping stone for the next one that hopefully will exceed our expectations.

Last weekend I had the opportunity to help the shopping center and a group of community leaders as they partnered to hold a first time event, the first annual “Crossroads of the World Parade.” It was a huge undertaking and all of the organizers had worked very hard to make it happen. Participants were lined up in a staging area before the start of the parade in nervous anticipation. The Crossroads marketing director chatted with each parade participant group individually. Her message – “This is the first year; we may not have large crowds on the streets cheering us on. We will consider this parade a success if all of you who have come out to participate have fun…that’s the most important thing – just have fun.”

Was the parade a success? Absolutely. Were there huge crowds along the streets watching the parade? Not by some standards. Yet, as the parade made its way down the closed streets surrounding the shopping center, the sparse crowd began to grow as people gathered from hearing the parade drums. And all parade participants were enthusiastic, engaged and…having fun. As the parade continued the crowds increased and the excitement began to build.

By the end of the parade as the different cultural groups performed and the crowds cheered, I thought about how success is measured at Crossroads. It’s measured by the community pulse. It’s measured by how much we learn from first time events and about how to make them better the next year. And it’s measured by how much fun we have when we try a new experiment to bring the community together.
OTHER PARTICIPANT PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature

1. What role did you play in the development of this project?

Library Connection @ Crossroads (LCC):
Five years ago, the King County Library System (KCLS) had no intention of having a library in the Crossroads area. KCLS had a relatively new 80,000-square-foot library in the adjacent community of Bellevue, as well as a beautiful new 25,000-square-foot library just to the north. Ron Sher, however, had a vision for the Crossroads Shopping Center.

Ron Sher's passion for community, discourse, civility and personal engagement is well known and admired in King County. He seeks to bring people together in ways that will elevate their spirits and keep them involved with others and their community. In 2001, the KCLS Foundation honored Ron with its Literary Lions Award for his work in presenting storytellers and authors, creating spaces for readers and expanding opportunities for lifelong learning.

KCLS knew Crossroads as a sleepy, almost moribund aggregation of businesses without a rhyme or reason. I specifically remembered participating in literacy promotion in Crossroads on a weekend in 1994. Few, if any, stopped by the exhibit. In 2001, Ron met with KCLS and City of Bellevue officials to talk about his vision. Along with the then vibrant market, the active local retailers and the busy food court, Ron felt Crossroads needed a library presence.

KCLS could not turn down his offer of a 2,700-square-foot space in a busy part of the Crossroads Shopping Center. His offer was based on the already successful relationship between KCLS and Third Place Books at Lake Forest Park (LFP) Town Center. Realizing the close proximity of the Lake Hills Library to Crossroads, Managing Librarian Robin Rothschild and Associate Director Denise Siers decided to try something innovative and different in design and services. LCC’s stage lighting, colorful palette and circular motifs reflect the
vibrancy of its fast-paced retail surroundings. Instead of a full-service library in a small space, LCC was designed to reach out to local ethnic communities (40% of whom are immigrants). The store-like atmosphere and specially trained, multilingual staff aggressively market the services — a myriad of collections, programs and technology KCLS offers in its family of 42 libraries. Books and media are offered in the major local languages: Spanish, Chinese, Russian, Japanese, Korean and Vietnamese. The English collection is organized in general categories, displayed face out to encourage browsing and ensure new exciting fiction, nonfiction and media is always available. Visitors can enjoy comfortable reading areas, recessed computer monitors and special areas for children and teens.

Technology is a focus with 17 public computers (including 4 workstations specially designed and sized for pre-school children). Wireless connectivity for patrons with laptops is available in the library and throughout the mall. Patrons access reference services online through eAnswer librarians and a direct hotline to telephone reference, Answer Line. In June 2003, a much needed 700-square-feet was added to the space.

Lake Forest Park Library (LFP):
There is a common misconception that libraries and bookstores don't make good company. Around the country KCLS heard that the exact opposite was true, that the two institutions could play off of each other. At the Lake Forest Park Towne Center, KCLS had a chance to see that relationship evolve into a successful partnership.

Ron Sher's concept of a thriving community center surrounded by books and the pursuit of literary ideas is brought to life at Third Place Books in Lake Forest Park Towne Center. The Lake Forest Park (LFP) Library opened in the Lake Forest Park Towne Center on June 20, 1965 predating Third Place Books. It moved to a slightly larger space in 1970 and occupied the lower level of the mall until 1996 when it moved to its current location on the main floor of the mall adjacent to the escalators leading to Third Place Books. LFP Library is a vital part of the community providing full children's services with Story Times, programs and outreach to schools, as well as reference and reader's advisory services. The library participates in Third Place Commons and often co-sponsors programs with Third Place Books. When Third Place Books opened, discussions with Ron Sher quickly eased concerns about a competitive relationship and a collaborative one was established instead. Librarians refer patrons to the bookstore for recent copies of best sellers and popular titles, while the bookstore refers customers to the library for reference assistance and older more unique titles.

2. Describe the impact that this project has had on your community. Please be as specific as possible.

Library Connection @ Crossroads (LCC):
LCC's popularity surpasses the circulation of branches nearly five times its size. Circulation during its first month of operation was 17,000 items. In August 2004, circulation was more than 43,000. The goal of "connecting" new users to KCLS has been realized with record numbers of library card registrations. The high level of activity at Crossroads makes it the most economical library per square foot of circulation in the entire system.

LCC serves the immigrant population through a multilingual recreational collection, as well as an ESL collection. During the school year, LCC offers classes in English for Spanish speakers three nights a week and four, one-hour Story Times per week for English only; Spanish/English; Chinese/English and Russian/English. Staff reflect the community with seven staff members speaking Chinese, three fluent in Spanish, two Russian speakers, two speakers of Vietnamese and one librarian from Thailand.

Lake Forest Park Library (LFP):
With an annual circulation of more than a quarter of a million items, and ongoing increases in circulation of 16%, LFP Library anchors the mall, attracting recurring and new customers. A recent remodel provided more space for computers and patrons and an expansion is planned for 2008. As with LCC, KCLS provides wireless connectivity for both the library and the mall.
3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

**Library Connection @ Crossroads (LCC):**
As mentioned above, KCLS had to reinvent itself to make the Library Connection fit into the retail environment of Crossroads. Books were placed face out and not in Dewey decimal order. It had to be fun, exciting and a bit crazy - which may be antithetical to the traditional library - but was necessary to give folks a “taste of the library.” The Library especially needed to connect to those who are new to our country and have no experience with a free public library.

**Lake Forest Park Library (LFP):**
The biggest tradeoff for the Third Place Books and Commons project was to adjust the Lake Forest Park programming. With the high quality authors and wonderful spaces to bring people together, it made the typical library programming role almost superfluous. Now the Library shares space for children’s programming and helps to promote activities in Third Place.

4. What do you consider to be the most and least successful aspects of this project?

**Library Connection @ Crossroads (LCC):**
LCC has redefined what the library can be. It was so successful that KCLS recreated it in another mall. The KCLS Foundation was able to raise $850,000 for a new Library Connection based on what was done at LCC. Elements of LCC such as lighting, displays and Choice Reads, have been incorporated into all 43 KCLS libraries.

The least successful element has been the Library’s ability to keep up with demand. At times the shelves are almost bare. Nevertheless, strategies have been developed to make the empty shelves a less common occurrence.

**Lake Forest Park Library (LFP):**
The joint promotion and marketing of books and reading have been a boon to both KCLS and Third Place. The community gathering interests of both are so well served that both have been able to thrive and create something more than the sum of its parts. The family experience is especially noteworthy.

The only issues have come from logistics and coordination, neither of which is significant enough to constitute any lack of success.
OTHER PARTICIPANT PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature: [Signature]

1. What role did you play in the development of this project?
I was hired as the second director of Third Place Commons, the nonprofit 501(c)3 citizen's group that manages the community space adjacent to Third Place Books. The first director helped the group build a working board of directors, organizing them into committees that took responsibility for programming, fundraising, finances, and membership development. I was hired to do scheduling and program development and I thought program creation would be a major part of my job. It quickly became clear that the Commons had passed some sort of milestone, because our community suddenly began to come up with very creative ways to use the Commons space. My job then was say "Yes!" to as many things as possible, like Father-Daughter Fly Fishing or CARE Conversations about inclusion and celebration of different cultures. Now most of my time is spent helping plan events, suggesting partners to make the event or activity more interesting, keeping schedules for the stage and meeting room and orchestrating larger events that take up the whole space (and sometimes involve the whole facility). It's important that there be as little conflict as possible among the groups that use our facility at the same time.

I see my role in some ways as helping the Commons mature. We now know what kinds of events and activities work. For example, I may suggest alternatives to a group to help them be successful. I also know how (and when) to respond to a request quickly. I have helped the Board see where it needs to develop clear policies, though our first instinct is to let the community solve its own issues. A funny example of how this works happened while a group of older women were setting up for an event. A pair of teens who had been kissing on one of the couches near the stage got more and more passionate, and two of the women approached me politely to point them out. Just as I was looking for reinforcements, the two ladies walked over to a pair of facing chairs, sat down and watched them intently for a few minutes. The embarrassed teenagers realized they were not alone, apologized and left. All of us thought this was very funny. I love this job and our community.

2. Describe the impact that this project has had on your community. Please be as specific as possible.
The first event I worked on showed me the power of groups joining together to collaborate rather than compete, and how Friends of Third Place Commons could be a catalyst. It was an event celebrating our state's Children's Day, planning for which had just begun. A group of social service agencies had been meeting to talk about putting on an information fair for parents with entertainment for children. They thought the Commons might work for the event itself, and Friends agreed to help it happen. It became a big event that took several months to plan, and a Board member and I attended every planning meeting. In the end it was a huge success, bringing families in all day long. It is now a yearly event. It was a great project to start with because I was able to learn about the many resources in our area, and learn how to connect groups with one another. Now our programs always meet or exceed the expectations of the planners, and it is clear to many that Third Place Commons has become the place to have an event if you want to draw a big enthusiastic crowd from all over King and South Snohomish counties. Aside from the entertainment factor, this also conveniently connects our own City to valuable information and resources. A list of events in 2004 sponsored by Friends with various community groups, agencies and individuals will be included in the supplementary materials.
3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

We all think of the Commons as a continually evolving project. We want to do everything the community asks, but we have to be respectful of the community college, bookstore and cooking store that are adjacent to the Commons. The space can be very noisy, and large crowds can make restaurant seating scarce. Tradeoffs usually involve adjusting a schedule date, or asking if the college can accommodate an overflow crowd. Compromises can involve moving an event to another part of the Commons, changing a date, or suggesting that the Commons may not be right for an event.

We encountered some resistance from merchants in the shopping center that surprised us. I decided to meet other mall tenants and found that they did not understand the Commons as a separate entity managed by a community group. There was also general unhappiness among tenants of the other parts of the mall at the absentee ownership and changing managers, a feeling that they were paying into an advertising fund that didn't result in promotion of the shopping center. I organized a monthly meeting of mall merchants, mostly so I'd know what might be a problem for them and to help us explain the nature of the nonprofit Commons and how Friends could work for them. The meetings are well attended and include at least one Board member (who caters the meeting as well) and myself. This has had a very positive affect for Friends and for the merchants, who used the meetings to organize and present their requests to mall management as a body. After the fourth meeting the mall manager was persuaded to show up! A coup! I highly recommend meeting and making friends with fellow tenants in a similar situation.

As a group that serves the community, we sometimes have less control than we would like over events. It can be scary, or embarrassing to witness! Some community groups are outstanding, others are the opposite. We try to screen community groups, but we're not always successful. It's the tradeoff between keeping tight control, or letting the Commons truly belong to the community. It is like a family group sometimes, and there's Aunt Mabel, playing the tuba. What can you do? I apologize to everyone and beg their understanding. Luckily it doesn't happen often. It definitely requires vigilance because a space like the Commons is small compared to Crossroads Shopping Center. We recently hired a part time person to be at events. We have found that someone in the know needs to be there at the beginning of an event and we would advise groups to factor that in when planning for staff or volunteer needs.

4. What do you consider to be the most and least successful aspects of this project?

The most successful aspects have been:

- Successful collaborations have built permanent connections. Groups that used to compete now collaborate. This has taken the spirit of the Commons out into the community, with the added benefit that our own Lake Forest Park is the hub of this wheel with many spokes.
- The community knows that the Commons delivers. When Northwest Hospital wanted to hold an emergency blood drive, they called Friends to brainstorm. We were able to arrange for the Bloodmobile to park in a prominent spot outside the mall and their drive was very successful. Senior classes that would draw five or six people at Lake Forest Park City Hall, now draw a crowd at the Commons. We feel the power of being a real community center when local agencies call us first.
- The creative and interesting programs that have come from the library, the free drop-in playgroup staffed by child development experts, gardening events sponsored by businesses, the county and our local garden club, LFP In Motion, a fair encouraging biking, walking and using public transit. Magic happens at the Commons. It is so much fun to be part of this new kind of placemaking!

Least successful:

- Including teens in Commons governance and events. They aren't great Board members, attending a couple of meetings and then dropping out. We have struggled to include this age group. When a group of teens called the Commons recently asking for a meeting to plan a Teen Council outreach event for their peers, we worked hard to help them. It didn't work as planned, but the teens were not discouraged. It was a signal to us that they know we're here at least. So far, we have had success with one teen group that meets every Friday night. We worked with the organizer to keep his growing group from colliding with other uses of the space on busy Friday evenings. Teens have been a mixed success/failure.
- Articulating who Friends of Third Place Commons is, separating ourselves from the bookstore in peoples' minds. It's happening, but very slowly. We are searching for ways to tell our story. It is an unintended consequence of working well behind the scenes.
OTHER PARTICIPANT PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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1. What role did you play in the development of this project?

I was the individual at the center of the storm that raged around choosing the successor business (eventually Ravenna Third Place) to a location owned by my employer, a community-owned food cooperative, which had recently closed down our longest operating grocery store. The store had operated at the site for over twenty-five years and, though it no longer generated the business support to enable it to continue, it occupied a place in the community's collective mind that gave them a strong feeling of ownership over its future.

The property was the largest commercial property in the neighborhood, which, combined with its central location, significantly reinforced the concern that "as this site goes, so goes our community."

Enhanced partly by some special zoning features the property had accumulated over the decades of its occupancy, many parties were interested in either leasing or buying the site from PCC. I met with each of these parties, led community meetings to garner the neighbors' preferences among the numerous options, and made the recommendation to the cooperative's board that constructively balanced the interests of the community of people who owned the cooperative with those of the community that occupied the neighborhoods surrounding our former store.

2. Describe the impact that this project has had on your community. Please be as specific as possible.

The proposal initiated by Ravenna Third Place (RTP) to purchase the property in order to locate a combination bakery, bookstore, and community meeting place was as splendid a resolution to this challenging and very energized process as could have been imagined.
OTHER PARTICIPANT PERSPECTIVE (CONT’ D)

RTP’s proposal was clearly the most preferred option available by a large majority of the many members of the neighborhoods who voiced opinions on the topic and as such generated a great deal of good will throughout the community to give it the best chances of success while delivering exactly the services and goods to the area that most people felt they had lost with the food store closing down.

This outcome offered many gains by omission of the numerous other candidates that sought to acquire the property. Density and traffic were ameliorated by not having an apartment redevelopment project built on the site. Low pedestrian activity in the neighborhood was avoided by not having the building be converted to a company business office with no connection to the area. Rancor (and smell) in the neighborhood was avoided by not having a micro-brewery restaurant with long evening hours occupy the site.

On the more overt positive front, the neighborhood retained a much improved informal gathering place that had briefly slipped away. It reacquired a place for neighbors to encounter each other going about their daily business outside the property lines of their homes. It gained a complement to the numerous other smaller businesses that are its nearby neighbors but which do not offer the center of mass that this modest but larger business brings to the neighborhood.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

From the food co-op’s perspective, this project represented an optimal outcome for both the community that we were departing from (which of course included a significant number of our member-owners who used to shop the food store) and for the broader community of members elsewhere who owned the several continuing food stores the co-op operated.

Ravenna Third Place entered into its proposal to PCC with a sophisticated business plan that represented taking on significant business risks to itself and for which it sought reasonable economic compromises from PCC. While the process took a significant amount of effort, time, and resources from both parties over the many months the transaction ultimately required, the outcome was completely consistent with both parties’ intentions at the beginning. To the surrounding neighborhoods, the process seemed transparent (just prolonged), with the eventual opening surpassing everyone’s expectations for a community gathering place.

The business sophistication that RTP brought to the table should not be underestimated in importance for addressing the interests of the various parties involved in this process. Their holding to their commitment to making this work at a level of quality and neighborhood connectedness that would make it a sound long term investment were indispensable for the charm and appeal of the exceedingly well-received outcome.

5. What do you consider to be the most and least successful aspects of this project?

The only less than ideal aspect of this project was the simple fact that it took a long time from start to finish (over a year), a characteristic that was simply unavoidable due to the esoteric zoning entanglement that had grown up on the non-conforming site over the decades and the age of the structure.

The most successful aspects are the great degree of alignment the new business has with the desires of the surrounding community, particularly when viewed in context of the numerous other possibilities, one of which, with all its drawbacks, would have been implemented had this widely preferred option not materialized.

Given that the bookstore/bakery is a thriving business today, the community has an even better gathering place than they largely imagined they had lost with the former food store, since their shopping patterns had been taking them away from that business and its previously stronger gathering place function. Today RTP represents tangibly, as a vibrant "third place", what so many neighbors had seen in their imaginations for this centerpiece of their neighborhood.
2005
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Community Builder

In Ron Sher's 'third places,' people come first

A CELEBRITY AUTHOR event in what has become the social heart of Lake Forest Park, Third Place Books, had some particularly startling moments.

No, it was not Sen. Hillary Clinton with her perfect makeup and tireless politician smile. It was not the line of 1,500 book buyers that stretched out the door on a hazy summer day. It was not the heaps of books, the Secret Service agents or the author's apparent immunity from writer's cramp as she signed and signed and signed her best-selling autobiography.

Rather it was the reaction of some customers to Ron Sher, the unpretentious bookstore owner who was mostly ignored by his frantic employees and shooed to one side by the police. The mild-mannered entrepreneur seemed lost in the crowd, yet strangers kept coming up and saying things developers don't often hear:

"Thank you."

"I just want you to know how much I appreciate this store."

"This is a wonderful thing you've done for Lake Forest Park."

"Thanks for keeping Elliott Bay Books the way it is."

Now wait a minute. We know all about Mr. Developer. Overweight guy in a polo shirt one size too small whose boat throws a wave three sizes too big, a Bubba who knows the cost of everything and the value of nothing, and a "properly rights" enthusiast (his, not yours) who quotes Adam Smith and KVI (not necessarily in that order) as he brings his Wal-Mart taste and wallboard sensibilities to your cherished neighborhood.

And Ron Sher is not just a developer, but a son and brother of developers. He is even that suspect subspecies of developer called a shopping-center developer. Horrors!

Yet people like him. Admire him. Cite him. Because, in his words, "I am a bridge between people who want to change the world but are way out there in left field, and people in mainstream business."

Ron Sher’s re-creation of Crossroads Mall has turned the one-time East Bellevue trouble spot into a cross-cultural, family-oriented gathering place where you can shop, eat and feel free to join in with a musical and dance performance at the Latino-Hispanic Heritage Celebration.

Big Chess boards are a theme running throughout Sher’s retail developments; the well-used black queen, captured in a game between Pat Hickey, left, and Fructuoso.

He’s an idealist determined to turn a profit, a one-time quasi-hippie with an MBA and doctorate in agricultural economics, a developer who is a card-carrying (Sierra Club) environmentalist, and a number-cruncher who loves books and named his first bookstores for a phrase in the Ray Oldenburg tome, "The Great Good Place."

"I’d love to crawl around his..."
Sher has done with that city's Crossroads Mall. "He thinks about life in ways that I don't. He's such a thoughtful, careful developer."

The best developers don't think of themselves as Bubbas, of course. They're visionaries, trying to create a better environment for the rest of us to live our lives. Seattle actually has more than its share of good ones, and Sher, 60, is this type in spades. He doesn't want just to make a buck; he wants to create a community. And dang if I could find anyone who doesn't like him.

People who work with him use words like "honest."

"Generous."

"Modest."

"A great mentor."

"Best landlord you'll ever have."

"He just likes to see people succeed," said Bernie Gordon, a business friend who headed Pacific Linen and Bernie's Bagels.

Sher leads by example, and you can see the result on a Saturday night at Crossroads Mall, a one-time East Bellevue trouble spot that Sher has turned into a cross-cultural, family-oriented gathering place. It is "Bite of Crossroads" time, and the place is jammed, its food court filled with independents instead of chains and serving food on china and silver instead of paper and plastic — all at the developer's insistence.

A jazz singer belts out tunes on the mall's small stage. Two men duel over an 8-foot-square chessboard while a dozen more play nose-to-nose with table-size sets on nearby tables. A dozen ethnicities occupy the computer terminals at the Bellevue library branch a couple doors down, where its motto, "Turn to Us: The Choices Will Surprise You," is posted on the wall in 12 languages. A magazine stand, Half Price Books and a Starbucks combine to give a literary feel to the mall entrance. Wide-eyed children take rides on the kind of jingle-cars that were a fixture of 1950s-era stores but have since become antiques. Other moppets get their hair cut at the salon adjoining to the Kid's Club store. The food being sampled includes Japanese, Mexican, Italian, Thai, Indian, Russian and Southern barbecue, and the accents heard reflect the cuisine. A quarter of the people in the mall's neighborhood are ethnic minorities, a higher proportion than Seattle's.

WHEN AUSTRIAN-AMERICAN archtect Victor Gruen conceived the first post World War-II shopping centers, he once told columnist Neal Peirce, he envisioned them as becoming roofed town centers, not "selling machines." He later disavowed most of the 45,000 commercial malls in the United States, but, Peirce wrote, "One would like to bring Victor Gruen back to life for just a day and take him out to Crossroads Mall."

Sher took over the failing 1962 shopping center in 1988 when "there wasn't a tree in the parking lot. It was monolithic, it was ugly, and it had no character." Bellevue was changing from upscale suburbia to a more complex and ethnically diverse community, but no retailer had adjusted. Instead, Crossroads, about 2½ miles east of downtown Bellevue, had a reputation for crime, gangs and drugs.

But Sher, 46 at the time,
had already made money and now was more interested in remaking the world. He'd grown up in Colorado with a developer father, gotten a business degree and MBA, ran a PX with 500 employees while serving in the Navy, then was transfixed by the bubble of ideas that boiled up in the 1960s. He returned to school, first to Berkeley, then Washington State, married artist Eva-Marie, got a doctorate in agricultural economics, and briefly led a back-to-the-land, semi-hippie existence as a sheep farmer in the Palouse.

When his father became ill, Sher was drawn back to mainstream business in California. He and his siblings took over properties and developed the largest retail-leasing brokerage in the United States, called Terranomics. His brother Merrill developed Oakland's Jack London Square and now is trying to refute Gertrude Stein's famous description of the city, "There is no there, there," by helping redevelop its downtown. Their sister Abby manages property in Los Angeles.)

Sher raised a family of two girls and a boy. Then he sold the business and name (his new company is called Metrovation), came back north, and decided to try putting some of his long-simmering social ideas to work in a dumpy shopping center. Crossroads is the local tip of a much bigger business iceberg: Sher is a partner in a number of shopping centers and office buildings in California and New Jersey.

The developer could hardly have chosen a less promising location. It was on the cheap side of Bellevue and far from the freeway. No Nordstrom or Bon was going to anchor there. One arm of the concourse was known as "Death Valley" because nine of 10 stores were vacant. In a futile attempt to keep kids from using the half-empty parking lot as a drag strip, previous owners had erected a building in the middle of the asphalt.

What the new owner realized was that Crossroads' supposed disadvantages were potential advantages. The ethnic stew made the neighborhood the east side's liveliest place. The distance from downtown meant it served a need. The center's plainness meant it could attract families uncomfortable in upscale Bellevue Square.

Most of all, Crossroads was a canvas on which Sher could begin to paint the "third place" experiments inspired by Oldenburg's book. Oldenburg's thesis is that besides work and home, people need a third place to meet friends and socialize. America's bars, he argued, are not as socially inclusive as the English pub, French café, German beer garden or Viennese coffeehouse. We lack the kind of social environment to foster community. Our stores don't encourage us to linger and our restaurants are apt to yank the plate away and present the bill before the last mouthful is barely chewed.

Coffeehouses and brewpubs are one obvious attempt to address this lack. Sher's shopping centers and bookstores are another.

Sher did not tear down and start over. As a developer he's a recycler of buildings, and his own home on Lake Washington — a 1924 nondescript place he gave a facelift to — offers comfort and rustic style without flash, "I like to take the old and give it something new."

He's also cheerfully cheap. At Crossroads he uses galvanized

A mariachi band helps celebrate Latino heritage at a mini-festival in the center of Crossroads Mall. With its musical events, public library, affordable shops and even a branch of city hall, the mall attracts a multi-ethnic mix of shoppers and visitors.

Microsoft co-workers agreed that Crossroads was just the place to have...
and leftover window glass for store dividers. One of his points is that you can still make money while making a place.

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Community Builder
In Ron Sher’s 'third places,' people come first

A CELEBRITY AUTHOR event in what has become the social heart of Lake Forest Park, Third Place Books, had some particularly startling moments.

No, it was not Sen. Hillary Clinton with her perfect makeup and tireless politician smile. It was not the line of 1,500 book buyers that stretched out the door on a hazy summer day. It was not the heaps of books, the Secret Service agents or the author’s apparent immunity from writer’s cramp as she signed and signed and signed her best-selling autobiography.

Rather it was the reaction of some customers to Ron Sher, the unpretentious bookstore owner who was mostly ignored by his frantic employees and shooed to one side by the police. The mild-mannered entrepreneur seemed lost in the crowd, yet strangers kept coming up and saying things developers don’t often hear:

"Thank you."

"I just want you to know how much I appreciate this store."

"This is a wonderful thing you’ve done for Lake Forest Park."

"Thanks for keeping Elliott Bay Books the way it is."

Now wait a minute. We know all about Mr. Developer. Overweight guy in a polo shirt one size too small whose boat throws a wake three sizes too big, a Bubba who knows the cost of everything and the value of nothing, and a "property rights" enthusiast (his, not yours) who quotes Adam Smith and KVI (not necessarily in that order) as he brings his Wal-Mart taste and wallboard sensibilities to your cherished neighborhood.

And Ron Sher is not just a developer, but a son and brother of developers. He is even that suspect subspecies of developer called a shopping-center developer. Horrors!

Yet people like him. Admire him. Cite him. Because, in his words, "I am a bridge between people who want to change the world but are way out there in left field, and people in mainstream business."

Big Chess boards are a theme running throughout Sher’s retail developments; the well-used black queen, captured in a game between Pat Hickey, left, and Fructuoso.

He’s an idealist determined to turn a profit, a one-time quasi-hippie with an MBA and doctorate in agricultural economics, a developer who is a card-carrying Sierra Club environmentalist, and a number-cruncher who loves books and named his first bookstores for a phrase in the Ray Oldenburg tome, "The Great Good Place."

"I’d love to crawl around his..."
Rodriguez, right, links at the popularity of the public games.

Sher has done with that city's Crossroads Mall. "He thinks about life in ways that I don't. He's such a thoughtful, careful developer."

The best developers don't think of themselves as Bubbas, of course. They're visionaries, trying to create a better environment for the rest of us to live our lives. Seattle actually has more than its share of good ones, and Sher, 60, is this type in spades. He doesn't want just to make a buck; he wants to create a community. And dang if I could find anyone who doesn't like him.

People who work with him use words like "honest."

"Generous."

"Modest."

"A great mentor."

"Best landlord you'll ever have."

"He just likes to see people succeed," said Bernie Gordon, a business friend who headed Pacific Linen and Bernie's Bagels.

Sher leads by example, and you can see the result on a Saturday night at Crossroads Mall, a one-time East Bellevue trouble spot that Sher has turned into a cross-cultural, family-oriented gathering place. It is "Bite of Crossroads" time, and the place is jammed, its food court filled with independents instead of chains and serving food on china and silver instead of paper and plastic — all at the developer's insistence.

A jazz singer belts out tunes on the mall's small stage. Two men duel over an 8-foot-square chessboard while a dozen more play nose-to-nose with table-size sets on nearby tables. A dozen ethnicities occupy the computer terminals at the Bellevue library branch a couple doors down, where its motto, "Turn to Us: The Choices Will Surprise You," is posted on the wall in 12 languages. A magazine stand, Half Price Books and a Starbucks combine to give a literary feel to the mall entrance. Wide-eyed children take rides on the kind of jigg-e-cars that were a fixture of 1960s-era stores but have since become antiques. Other moppets get their hair cut at the salon adjacent to the Kid's Club store. The food being sampled includes Japanese, Mexican, Italian, Thai, Indian, Russian and Southern barbecue, and the accents heard reflect the cuisine. A quarter of the people in the mall's neighborhood are ethnic minorities, a higher proportion than Seattle's.

WHEN AUSTRIAN-AMERICAN architect Victor Gruen conceived the first post World War-II shopping centers, he once told columnist Neal Peirce, he envisioned them as becoming roofed town centers, not "selling machines." He later disavowed most of the 45,000 commercial malls in the United States, but, Peirce wrote, "One would like to bring Victor Gruen back to life for just a day and take him out to Crossroads Mall."

Sher took over the failing 1962 shopping center in 1988 when "there wasn't a tree in the parking lot. It was monolithic, it was ugly, and it had no character." Bellevue was changing from upscale suburbia to a more complex and ethnically diverse community, but no retailer had adjusted. Instead, Crossroads, about 2 1/2 miles east of downtown Bellevue, had a reputation for crime, gangs and drugs.

But Sher, 46 at the time,
had already made money and now was more interested in remaking the world. He'd grown up in Colorado with a developer father, gotten a business degree and MBA, ran a PX with 500 employees while serving in the Navy, then was transfixed by the burble of ideas that boiled up in the 1960s. He returned to school, first to Berkeley, then Washington State, married artist Eve-Marie, got a doctorate in agricultural economics, and briefly led a back-to-the-land, semi-hippie existence as a shepherd farmer in the Palouse.

When his father became ill, Sher was drawn back to mainstream business in California. He and his siblings took over properties and developed the largest retail-leasing brokerage in the United States, called Terranomics. (His brother Merritt developed Oakland's Jack London Square and now is trying to refute Gertrude Stein's famous description of the city, "There is no there, there," by helping redevelop its downtown. Their sister Abby manages property in Los Angeles.)

Sher raised a family of two girls and a boy. Then he sold the business and name (his new company is called Metrovations), came back north, and decided to try putting some of his long-simmering social ideas to work in a dumpy shopping center. Crossroads is the local tip of a much bigger business iceberg: Sher is a partner in a number of shopping centers and office buildings in California and New Jersey.

The developer could hardly have chosen a less promising location. It was on the cheap side of Bellevue and far from the freeway. No Nordstrom or Bon was going to anchor there. One arm of the concourse was known as "Death Valley" because nine of 10 stores were vacant. In a futile attempt to keep kids from using the half-empty parking lot as a drag strip, previous owners had erected a building in the middle of the asphalt.

What the new owner realized was that Crossroads' supposed disadvantages were potential advantages. The ethnic stew made the neighborhood the east side's liveliest place. The distance from downtown meant it served a need. The center's plainness meant it could attract families uncomfortable in upscale Bellevue Square.

Most of all, Crossroads was a canvas on which Sher could begin to paint the "third place" experiments inspired by Oldenburg's book. Oldenburg's thesis is that besides work and home, people need a third place to meet friends and socialize. America's bars, he argued, are not as socially inclusive as the English pub, French café, German beer garden or Viennese coffeehouse. We lack the kind of social environment to foster community. Our stores don't encourage us to linger and our restaurants are apt to yank the plate away and present the bill before the last mouthful is barely chewed.

Coffeehouses and brewpubs are one obvious attempt to address this lack. Sher's shopping centers and bookstores are another.

Sher did not tear down and start over. As a developer he's a recycler of buildings, and his own home on Lake Washington—a 1924 nondescript place he gave a facelift to—offers comfort and rustic style without flash. "I like to take the old and give it something new."

He's also cheerfully cheap. At Crossroads he uses galvanized Amid store displays, a game at the Big Chess set holds the attention of spectators drawn together from the East Bellevue community. Making spaces for people to relax and visit is all part of Sher's vision for modern malls.

A mariachi band helps celebrate Latino heritage at a mini-festival in the center of Crossroads Mall. With its musical events, public library, affordable shops and even a branch of city hall, the mall attracts a multi-ethnic mix of shoppers and visitors.

What he likes best, however, is a local bar called the Anchor. "People bring their kids, animal friends, and other friends to meet and have a good time," he says. A former recycler of old buildings, Sher has helped recycle a dumpy shopping center, and now he's recy cling ideas. His vision is for a community that's economically self-sufficient but not isolated.
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**LIVE on the Crossroads MarketStage**

Free Live Music for Every Taste since 1990!  All ages  Smoke Free!
All concerts 7:30 – 10:00 pm

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<th>Date</th>
<th>Artist(s)</th>
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<tr>
<td>September 24</td>
<td>Bryan Bowers - World-renowned autoharpist</td>
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<td>September 25</td>
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<td>October 1</td>
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<td>October 2</td>
<td>FIRST SATURDAY BIG BAND DANCE featuring Swingin Soiree</td>
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**Oct. 2, Noon-5 PM 2nd Annual EASTSIDE LATINO-HISPANIC HERITAGE CELEBRATION**

Dancers & traditional Latino music from across Latin America
Storytelling in Spanish & English at The Library Connection
Information tables and more!

| October 8     | Jeanette Alexander - Piano for a new age |
| October 9     | The Shed Boys - Bluegrass |
| October 15    | Stowaways in Paradise - Hawaiian Luau party music |
| October 16    | Cynthia Mullis & Friends - Jazz sax |
| October 22    | Casey MacGill’s Blue Four - Pre-jet swing |
| October 23    | Pearl Django—Gypsy jazz & new metropolitan swing |
| October 29    | Baby Gramps & Friends |
| October 30    | Earshot Jazz Festival Eastside Showcase Concert |
|               | Greg Williamson’s Double Sax Quintet with Alexy Nikalaev |
|               | Two like-minded jazz saxophones backed by a swinging rhythm section |
| November 5-6-7 | The 14th Annual CULTURAL CROSSROADS |
|               | A three day celebration of ethnic culture expressed through music, dance and food! Presented by The Ethnic Heritage Council |
| November 12   | Ocho Pies - Afro-Caribbean sounds |
| November 13   | Jon Pugh Quartet - Classic Jazz at it’s finest |
| November 19   | SWOJO - Seattle Women’s Jazz Orchestra rocks the world! |
| November 20   | Little Bill & The Blue Notes - Blues from a NW legend |

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Sign up at www.crossroadsbellevue.com
Stores & Services Directory

Spend the day shopping and discovering the great everyday stores at Crossroads. Find places you've come to expect like Bed Bath & Beyond and Old Navy. Explore unexpected shops that represent our unique community. And there's always plenty of parking!

Store Locator

NE 8th & 156th Ave. NE in Bellevue | 425-644-1111

Shop all the Best Stores
[Remember, all prefixes are 425]

APPLIANCES AND ACCESSORIES
- Dressbarn 614-1211
- Kid's Club 643-5437
- Monograms Plus 747-0068
- Old Navy 562-4252
- Shirazi 644-0604
- Sunderland Jewelers 747-7432
- The Tux Shop 401-2005

ANIMAL AND NATURE
- Petco 641-9333

BEAUTY, HEALTH AND PERSONAL CARE
- Bartell Drugs 643-7300
- Kamiya Spa & Salon 644-5857
- Crossroads Nails 747-4131
- Hair Chair (inside Kid's Club) 562-0430
- Purified Water-to-go 957-3507
- Paris Miki Optical 641-7311
- Pazz Hair Design 748-8702
- Quik Tan 641-7703

CARDS, GIFTS, CRAFTS AND PARTY GOODS
- A&H Hallmark 747-6787
- Creatively Yours Ceramic Studio 747-2280
- Jo-Ann Superstore 643-7488
- Michaels 747-1221
- Party City 401-9919

COLLECTIBLES
- Dolls and Friends 746-0244
- Woodbury's Collector Gallery 643-2823

HOME ENTERTAINMENT AND ELECTRONICS
- GameStop.com 643-9282
- Circuit City 747-2949

HOME FURNISHINGS AND ACCESSORIES
- Applegreen Furniture 643-7415
- Bed Bath & Beyond 564-0304
- Compleat Cook 745-6201
- Crossroads Florist 747-5654

Free Weekly Email Newsletter
Sign Up
• Exclusively, Art 747-4899
• 3 Day Blinds 649-9850

MUSIC, BOOKS, MAGAZINES AND VIDEO
• Barnes & Noble 644-1650
• Blockbuster Video 562-1500
• CD Warehouse 641-6107
• Daily Planet News 562-1519
• Half Price Books 747-6616
• Silver Platters 643-3472

SPORTS EQUIPMENT
• Bicycles West 747-2288
• Sports Authority 747-6112

WINE & FOOD
• Cold Stone Creamery 957-0333
• The Grape Escape 645-3133
• QFC 865-0282

Take Care of Business

BANKING AND FINANCIAL SERVICES
• Edward Jones 467-6990
• Wells Fargo Financial 747-6511
• U.S. Bank 401-1368
• Washington Mutual Bank 590-4060

COMMUNITY SERVICES
• Bellevue Police Department, Crossroads Sub-Station 452-2891
• Bellevue Mini-City Hall 452-2800
• The Library Connection @ Crossroads 644-6203

CONVENIENCE SERVICES
• Alpha 1 hour photo 641-8889
• Alterations Express 649-8943
• Bel-Red Auto License 747-0444
• Crossroads Shoe Service 747-5270
• The UPS Store 746-6880
• B-3 Dry Cleaning Station 378-8111

See and Be Seen

ENTERTAINMENT
• Crossroads Cinema 562-7230
• Crossroads Market Stage
• Giant Chess Set

Other

MANAGEMENT
• Crossroads
THE 2004 BITE OF CROSSROADS

SEPT. 10-12

SAMPLE ENTREES FROM TWENTY CROSSROADS RESTAURANTS WITH A BIG BITE BOOK! JUST $12 OR TRY ANY FOUR BITES FOR JUST $5

PIROSHKY, PIROSHKY

Bite of India
Bulgogi Korean
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Crossroads Cafe
Dragon's Wok
Ebru Mediterranean
The Frankfurter
Jones Barbeque
O'Char Thai
Papaya Vietnamese
Papaya Pizzeria
Pizza Time

Enjoy free live music!

A Belcher World
Pasko & Damir
Michael Powers
Nancy Stewart
Landlord Tenant Act
Eastside Performing
Arts Center Students
Emerald City
Randy Oxford
The Double Bar
Eva Moon
Taylor Jay & Doug Bright Combo

Bring the kids! Award-winning children's entertainer Nancy Stewart Sat.

Crossroads Bellevue
NE 8th at 156th Ave. NE
www.crossroadsbellevue.com
LIVE on the Crossroads MarketStage
All concerts 7:30 – 10:00 pm

September 17  Nick Vigarino  Slop-jar delta funk
September 18  The Coots  Old-time bluegrass takes off...
September 24  Bryan Bowers  World-renowned autoharpist
September 25  Laura Welland  Jazz vocals
October 1  Matt Jorgensen  +451
October 2  FIRST SATURDAY BIG BAND DANCE
featuring Groovin' Higher Orchestra
October 8  Jeanette Alexander  Piano for a new age
October 9  The Shed Boys  Bluegrass
October 15  Stowaways in Paradise  Hawaiian Luau
party music
October 16  Cynthia Mullis & Friends  Jazz saxophone
October 22  Casey MacGill's Blue 4  Pre-jet swing
October 23  Pearl Django  Gypsy jazz & new
metropolitan swing
November 5-7  The 34th Annual CULTURAL CROSSROADS
A three-day celebration of ethnic culture
expressed through music, dance and food!
Presented by The Ethnic Heritage Council

Victory Music presents
Open Mike on Wednesday nights, 6-9 PM
Would you like to receive a weekly email Crossroads Music & Event
reminder? Sign up at www.crossroadsbellevue.com

Crossroads Bellevue
Discovered a lively community spirit and a first-rate
ingo out at Crossroads. Over 85 stores, restaurants and services
including free music, games and more. There's always
something fun happening at Crossroads.

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Sunderland Jewelers
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Petco 641-9333

BEAUTY, HEALTH AND
PERSONAL CARE
Barrett Drugs
Catlin Spa
Crossroads Nails
Hair Cheri
Inside Kid's Club
Puffed Water-to-go
Paris Miki Optical
Pizzazz Hair Design
Quik Tan

CARDS, GIFTS, CRAFTS AND
PARTY GOODS
A & H Hallmark
Creatively Yours
Ceramic Studio
Jo-Ann Superstore
Michaels
Party City

COLLECTIBLES
Dolls and Friends
Woodbury's Collector
Gallery

HOME ENTERTAINMENT AND
ELECTRONICS
GameStop.com 634-3282
Circuit City 746-2539

HOME FURNISHINGS AND
ACCESSORIES
Applegreen Furniture 643-7415
Bed Bath & Beyond
Compleat Cook 769-9201
Crossroads Florist 745-5554
Exclusively, Inc
3 Day Blinds 649-9890

MUSIC, BOOKS, MAGAZINES
AND VIDEO
Barnes & Noble
Blockbuster Video
CD Warehouse
Daily Planet News
Half Price Books
Silver Platters

SPORTS EQUIPMENT
Bicycles West
Sports Authority

Take Care of Business

BANKING AND FINANCIAL SERVICES
Edward Jones
Citicorp
Wells Fargo Financial
U.S. Bank
Washington Mutual Bank

COMMUNITY SERVICES
Bellevue Police Department
Crossroads Sub-Station
Bellevue Mini-City Hall
The Library Connection
@ Crossroads
Community Room

CONVENIENCE SERVICES
Alpha 1 Hour Photo
Alterations Express
Bel-Red Auto License
Crossroads Shoe Service
The UPS Store

Bakery and Foods
Cold Stone Creamery
The Grape Escape
Nature's Pantry
QFC

Other

See and Be Seen

ENTERTAINMENT!

Crossroads Cinema
Crossroads MarketStage
www.crossroadsbellevue.com
Giant Chess Set

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Through the Public Market
Courtesy of King County Library System
KCLS.org

Management
Crossroads Management Office 644-1111

Hours of Operation
Mon - Sat 10am - 9pm
Mon - Thu 7am - 9pm
Fri and Sat 7am - 10pm

Market Eateries
Mon - Sat 10am - 9pm
Mon - Thu 7am - 9pm
Fri and Sat 7am - 10pm

The Stores
The Stores
Mon - Sat 10am - 9pm
Mon - Thu 7am - 9pm
Fri and Sat 7am - 10pm

Late Night Music
7:30pm - 10pm

Crossroads Shopping Center
15600 NE 8th St.
Bellevue, WA 98008

Would you like to receive a weekly email Crossroads Music & Event
reminder? Sign up at www.crossroadsbellevue.com
Here are some great titles to “Get Caught Reading” this Halloween.

1. THE HAUNTING OF GRANITE FALLS, by Eva Ibbotson, Kevin Hawkes (Illus.) (Dutton, $15.99, 0525471928) “This is a gentle story about friendly ghosts who are very disconcerted to have their castle moved from Ireland to Texas! What a delightful storyteller Ibbotson is. Great fun for seven- to 10-year-olds.” — Jane Stroh, The Bookstore, Glen Ellyn, IL

2. A CARNIVORE’S INQUIRY: A Novel, by Sabina Murray (Grove, $23, 0802117694) “This utterly fascinating, modern Gothic novel with a twist centers around 23-year-old Katherine, who has an eerie fascination with cannibalism and violence. Providing small historical vignettes, Murray highlights some of the most horrifying aspects of human nature. The conclusion will haunt you long after the final page.” — Jaimi Pike, Vero Beach Book Center, Vero Beach, FL Also a HighBridge Audio (Unabridged CD, 1565118677)

3. AAAAAAAAAH! SPIDER!, by Lydia Monks (Houghton, $16, 0618432507) “Poor spider! She just wants to be a family pet, but every time she tries to impress the humans in her house with her many talents, she ends up scaring them— until one special morning, when she enchants them with a wonderland of sparkly webs.” — Wendi Gratz, Joseph-Beth Booksellers, Cincinnati, OH

4. THE COMPLETE WAR OF THE WORLDS, by Brian Holmsten and Alex Lubertozz (Eds.) (Sourcebooks MediaFusion, $39.95, 1570717141) “Perfect for Halloween, this coffee-table size volume includes the full script of Orson Welles’ classic (and infamous) ‘Panic Broadcast’ of Halloween 1938, a CD recording of the broadcast, the original text of H.G. Wells’ The War of the Worlds, and additional interviews with Welles and Wells.” — Scott Werbin, Tudor Book Shop and Café, Clarks Summit, PA

5. THE VAMPIRE LESTAT: Book II of the Vampire Chronicles, by Anne Rice (Ballantine, $7.99 paper, 0345318780) “Rice’s novel never scared me. In fact, I had the opposite reaction: I fell in love with her vampires. The historical backdrop created beautiful images in my mind, and the sensual nature of the characters captivated me. After reading this volume, I actually felt a great deal of sympathy for Lestat, even if he is a monster.” — Amy M. Filak, Danner’s Books & Gifts, Muncie, IN

6. A TERRIFYING TASTE OF SHORT & SHIVERY: Thirty Creepy Tales, by Robert D. San Souci (Yearling, $4.99 paper, 044041878X) “We’re crazy for Robert San Souci’s A Terrifying Taste of Short & Shivery. Spooky and fun, these stories remind me of trying to scare the dickens out of friends at slumber parties.” — Tracy Wynne, Cover To Cover Booksellers, San Francisco, CA
7. THE GHOST STORIES OF EDITH WHARTON, by Edith Wharton (Scribner, $12 paper, 0684842572) “The best ghost stories ever written were penned by Edith Wharton! Her beautiful, finely-tuned writing combines with eerie storytelling to chill your bones.”—Alice Barrett, World Eye Bookshop, Greenfield, MA

8. TOO MANY PUMPKINS, by Linda White, Megan Lloyd (Illus.) (Holiday House, $6.95 paper, 0823413209) “My favorite handsel! at Halloween for young and old alike is Too Many Pumpkins. It has a wonderful message about the value of being generous and open-minded.”—Shannon Lowry, The Bookery, Ephrata, WA

9. DAY OF THE DEAD, by Tony Johnston, Jeannette Winter (Illus.) (Voyager Books, $6 paper, 0152024468) “Vibrant color illustrations on every page complement the words that celebrate the Mexican holiday El Dia de los Muertos. Readers young and old will be caught up in the festivities—from baking the pan de muertos to carrying the sweets in the candlelight procession to the family graveyard to welcome home the spirits of loved ones. Truly a love song to a poignant Mexican tradition.”—Katherine Le Croy, Davis-Kidd Booksellers, Nashville, TN

10. THE NIGHT COUNTRY: A Novel, by Stewart O’Nan (Picador, $14 paper, 0312424078) “O’Nan’s novel covers the days leading up to the one-year anniversary of a tragic accident in which three teenagers died on Halloween. The three survivors of that auto crash are as haunted by the accident as the three ghosts are haunting. An old-fashioned ghost story with a new twist!”—Diana Cohen, Books & Company, Oconomowoc, WI

These 10 books represent the best Halloween books, as compiled from recommendations from independent booksellers across America. One bookseller’s quote is chosen to represent each of these top vote-getters.

Get Caught Reading is a nationwide book and magazine industry-supported literacy campaign to remind people of all ages how much fun it is to read. Research indicates that early language experience stimulates a child’s brain to grow and that reading to children gives them an advantage when they start school. We encourage people of all ages to enjoy books and magazines and to share that pleasure with the young children in their lives.

Get Caught Reading is honored to have the support of well-known figures, including First Lady Laura Bush, Drew Carey, Clifford the Big Red Dog, Donald Duck, Patty Duke, Whoopi Goldberg, Billy Graham, Derek Jeter, Vernon Jordan, Jake Lloyd, Rosie O’Donnell, Dolly Parton, The Rugrats, Jane Seymour, Sammy Sosa, Spider-Man, Erik Weihenmayer, and Robin Williams, who have all been “caught reading” their favorite books and magazines for print ads and posters seen by millions of people across the country. In addition, more than 200 Members of Congress have been photographed “caught reading” on Capitol Hill.

For more information visit: www.getcaughtreading.com and “Get Caught Reading” a Book Sense Picks book today.

For more bookseller discoveries in this and other subject areas, visit www.BookSense.com

The Book Sense Gift Certificate is good at over 1,200 independent bookstores across the country. To find the independent bookstore nearest you, call 1-888-BOOKSENSE or search the directory at www.BookSense.com. Thank you.
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
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<tr>
<td></td>
<td>October's highlights:</td>
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<tr>
<td></td>
<td>*Nancy Pearl, Book Lust: What to Read for Every Mood, Moment, and Reason. *Thursday, 10/21, 7:30pm</td>
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<td>*David Domke, God Willing?: Political Fundamentalism in the White House, the &quot;War on Terror,&quot; and the Echoing Press. Friday, 10/22, 7:30pm</td>
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<td>3</td>
<td>Klaus Lendzian—classical &amp; contemporary acoustic guitar, 11am</td>
<td>4</td>
<td>PoetsWest Open Mic Featuring Shannon Borg, Christopher J. Jarmick, Jared Leising, and Bill Yake, 7pm</td>
<td>5</td>
<td>Victory Music open mic, 7pm</td>
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<td>10</td>
<td>&quot;By the prickling of my thumbs, something wicked this way comes.&quot; —William Shakespeare, from MacBeth</td>
<td>11</td>
<td>&quot;Men say that in this midnight hour, / The disembodied have power / To wander as it likey them / By wizard oak and fairy stream.&quot; —William Motherwell</td>
<td>12</td>
<td>Victory Music open mic, 7pm</td>
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<td>17</td>
<td>Klaus Lendzian, classical &amp; contemporary acoustic guitar, 11am</td>
<td>18</td>
<td>PoetsWest Open Mic Featuring Nancy Dahlberg, Larry Ebersole, Stephen Roxborough, and M. Anne Sweet, 7pm</td>
<td>19</td>
<td>Science on Tap presents a discussion with award-winning science fiction author David Brin, 2pm</td>
<td>20</td>
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<td>24/31</td>
<td>On October 31, Carol Gnojewski brings her witch's cauldron to share Halloween tales for the whole family. Enjoy free candy, cookies, and hot cider! 4pm</td>
<td>25</td>
<td>Science on Tap—discussion group open to all! Craig Hogan presents &quot;Big Bang, Black Holes, and Beyond,&quot; 7:00pm</td>
<td>26</td>
<td>Victory Music open mic, 7pm</td>
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Readings

The Village Idiots present a reading for their new poetry anthology Vox Idismatica. Contributors sharing their work this evening include Chris Cantu, Mary Lynne Evans, Arthur Ginsberg, Norman Goodwin, Holly J. Hughes, Marilyn Maskhum Lewis, Robin Lindley, Linda Malnack, Joan Stuart Ross, Robert Schoene, and Judith Skillman. Established in 1996, the Village Idiots is a local group of poets whose members live in and around Seattle. Thursday, 10/7, 7:30pm

Roberta Nelson and Therese Cayou host a Fung Shui evening entitled "Home With Heart: Creating Spaces for Life, Love, and Wealth." Roberta and Therese will show you how to enhance the energy in your home through skillful, intuitive use of color, furniture placement, and more. Join Roberta and Therese and discuss the dynamic connection between the things you live with and how they affect your life—and have fun with Fung Shui! Friday, 10/8, 7:30pm

Crooked Trails returns with "Journey to the Kingdom of Nepal," a presentation and slide show on the amazing country of Nepal. Nepal is one of the smallest countries on earth, yet boasts the world's highest mountain, and deepest valley, an array of wildlife, wild life, and plants. Nepal's extreme variations in altitude have resulted in everything from lush, steamy jungles inhabited by tigers, rhinos, and elephants, to freezing mountains. The geography of Nepal has also contributed to a large variety of ethnic and religious diversity. This program will explore many of Nepal's interesting and beautiful landscapes, as well as different ethnic communities. Crooked Trails is a non-profit, community-based travel organization helping people to broaden their understanding of the planet and its diverse cultures through education, community development and responsible travel. Wednesday, 10/13, 7:30pm

Floating Bridge Press presents a reading for Pontoon 7, their newest anthology of poetry. Featured poets include Amy Schrader, A.J. Rathburn, Yvonne Hasty, Susan Butler, Catherine Grace Bond, and John McFarland on The Writer's Craft. To become a featured reader, e-mail Esther Altsuhl Hellgott, cahellogott2@comcast.net. Thursday, 10/14, 7:30pm

Nancy Pearl reads from, signs and discusses her critically acclaimed and best-selling Book Lust: What to Read for Every Mood, Moment, and Reason. What to read next is every book lover's greatest dilemma. Nancy Pearl comes to the reader's rescue with this wide-ranging and lively guide to the books that will open new worlds and suit your particular mood and taste. Book Lust contains 170 thematic reading lists, divided into handy and clever categories such as "Cat Crazy," "Here Be Dragons: The Great Explorers and Expeditions," and "Sex and the Single Reader." Nancy Pearl is the current Director of the Washington Center for Writers and Scholars and the founder of Floating Bridge Press, a non-profit literary arts organization founded in 1994. Their mission statement is to recognize and promote the work of Washington state poets. Sunday, 10/17, 2pm

David Domke joins us for his newest book, God Willing!: Political Fundamentalism in the White House, the "War on Terror," and the Echoing Press. In this book, Domke issues a scathing attack on how George W. Bush has co-opted fundamentalism into political policy, with the media's help. Domke argues that in the aftermath of the September 11 attacks, Bush and his administration offered a "political fundamentalism" that capitalized upon the fear felt by many Americans. Domke discusses how political fundamentalism is the adaptation of a conservative religious worldview, through language and communication, into a policy agenda that feels political rather than religious. Friday, 10/22, 7:30pm

Music

Ravenna Third Place hosts live music every Saturday night and some Fridays. Music starts at 8pm. Please check the calendar for performers and dates.

Open Mics

Ken Shiovitz hosts the PoetsWest open mic on the first and third Monday of the month, from 7-9pm. The featured readers for October are Shannon Borg, Christopher J. Jarmick, Jared Leising, and Bill Yake; for October 18, Nancy Dahlberg, Larry Ebersole, Stephen Roxborough, and M. Anne Sweet. For more information, visit www.poetswest.com. To become a featured reader, please contact Christopher J. Jarmick at glasscocoon@hotmail.com, or e-mail info@poetswest.com

The It's About Time Writers Reading Series (www.itsabouttimewriters.homestead.com) meets on the second Thursday of every month and includes an open mic. October’s featured readers are Kathleen Flenniken, Susan Butler, Katherine Grace Bond, and John McFarland on The Writer's Craft. To become a featured reader, e-mail Esther Altsuhl Hellgott, cahellogott2@comcast.net. Thursday, 10/14, 7:30pm

Discussion Groups

Conversation Cafe meets every first and third Wednesday of the month and is a hosted, open forum for discussion, where everyone is invited. Make new friends, talk about topics important to all of us, and share your diverse views and passions. Let's talk to one another! Visit www.conversationcafe.org for more info.

Science on Tap—Science on Tap (www.scienceontap.org) hosts a discussion, with a short presentation and new topics each month. All are welcome to explore the latest ideas in science and technology, in a relaxed atmosphere with local scientists. This month's speaker is Dr. Craig Hogan, Vice Provost for Research at the University of Washington, whose talk is entitled "Big Bang, Black Holes, and Beyond." Science on Tap will be held on the last Monday of every month. Monday, 10/25, 7:00pm

Ravenna Third Place Book Group discusses Under the Banner of Heaven by Jon Krakauer. For the past three years, Americans have struggled with the idea of "violent faith," trying to come to terms with the actions of the Taliban and Al-Queda. Now, Jon Krakauer (author of Into Thin Air and Into the Wild), asks us to turn our attention inward and look at the shocking case of two Mormon brothers who insist that God asked them to kill. In Under the Banner of Heaven, Krakauer, well known for his books about the extremes of physical adventure, examines the extremes of religious faith. As usual, no sign-ups are necessary. This book is 20% off through 10/27. Light refreshments provided by the Honey Bear Bakery. Wednesday, 10/27, 7pm

Stories

We invite kids to Children's Storytime every Saturday at 11am. This month's lineup:

Eva Abrams tells stories to celebrate the autumn season. 10/2
Carol Gnojewski shares "Discovery Stories." 10/9
Brenda Neth tells Native American tales with songs played on her penny whistle and Native American flute. 10/16
Doug Fleming, Jr. transforms story time into a sing-a-long with toe-tapping, catchy tunes, and dancing! 10/23
Ria Potter shares her favorite spooky tales for Halloween! 10/30

Spooky Storytelling for Adults, presented by Sharon Creeden and Pat Peterson. Sharon and Pat will thrill and chill you with "Ghosties and Ghosties and Long-Legged Beasties and Things That Go Bump in the Night." These stories will have you looking over your shoulder all the way home! Thursday, 10/28, 7:30pm
A Soup, A Stew & a Chowder
Thursday, Oct. 7 6:30pm

Nothing is finer than nursing a big pot of soup on a chilly October afternoon. In this class we'll explore the path to the perfectly flavored soup, stew and chowder:

- Creamy Corn Chowder with Bacon
- Hearty Beef & Porter Stew
- Coconut Curry Vegetable Soup
$40 per person

Cooking for Two or Just You
Monday, Oct. 18 4:30pm

It can be a real challenge preparing quick, fresh healthy meals for one or two. Learn simple, delicious, smaller quantity entrees that you'll prepare time and time again. Storage and freezer tips too!

- Southwest Tortellini Chowder
- Chicken Breasts with Mushroom Cream
- Shrimp Veracruz
- Chutney Chicken Salad
$40 per person

You Can Do It!
Saturday, Oct. 23 11am

A five part culinary series that will help you build a solid foundation of knowledge and technique. Brochures available - see an EE associate for more information.

Guest Chef of the Month - Joe Schipacci
Tuesday, Oct. 26 at 6:30pm

JOE SCHIPACCI COOKS ITALIAN
Real Italian food — made real fast! Soup, pasta...you want biscotti? Okay, biscotti too! All this and more. Plus, stories and antics from the old neighborhood that you can't repeat. We can guarantee a great time. Joe gets the kitchen rockin'

Joe Schipacci is a local culinary performer and instructor and is the host of "Talkin Food" aired every Saturday on KKNW AM 1150. His cookbook, "Cordon Blue Collar" is focused on keeping food and the art of cooking casual and down to earth. His style is fun, energetic and he always keeps it real. Joe is a treat to watch perform and his creations are absolutely delicious.
$50 per person

Pressure Cooking a la International
Monday, Oct. 4 at 6:30pm

With the use of a pressure cooker you can produce meals you never thought possible unless you spent all day in the kitchen. The new pressure cookers are modern, safe and easy to use. With our help you will learn to use this indispensable tool with confidence. In this session we will prepare international dishes that are absolutely delicious and full of flavor.

- All Purpose Chicken Stock
- Beef En Daube Provencal
- Chicken Curry with Brown Basmati Rice
- Winter Fruit Compote over Vanilla Ice Cream
$45 per person

Take It Home—Tuscan Bean Soup
Monday, Oct. 11 at 3:30pm

In this after school session the students will be putting together a big pot of Tuscan Bean and Sausage Soup to bring home and feed the family. Everyone has fun and dinner is ready when you arrive home!

$30 per child

Cozy Harvest Supper (Meatless)
Wednesday, Oct. 13 at 6:30pm

A very special fall menu prepared for our vegetarian friends utilizing only the freshest ingredients of the harvest season.

- Herbed Cream Cheese Spread with Artichokes, Kalamata Olives and Sun-Dried Tomatoes served with Crispy Rosemary Wafers
- Tender Greens with Fresh Pears, Sugared Pecans and Gorgonzola cheese Drizzled with Raspberry Vinaigrette
- Creamed Sherry Risotto with Roasted Acorn Squash touched with a hint of Nutmeg & Curry
- Garlic Essenced Grilled Ciabata Bread
$40 per person

Two Pies and a Tart
Sunday, Oct. 10 at 2pm

Everybody loves a fresh-baked pie, and they're easy to prepare once you know the basics of making tender, flaky pie crust. Let us teach you how to make the perfect pie dough and how to combine it with fillings to make your favorite pies, both savory and sweet. Also included in this class is an effortless tart recipe that can be adapted to just about any filling you happen to have on hand.

- Classic Apple Pie (everyone makes one to take home)
- Chicken Picadillo Pie
- Fresh Tomato & Mozzarella Tart
$45 per person

What's Happening

Kids In the Kitchen®
Hooray for Halloween
Sunday, Oct. 24 at 2pm

Kids love to make spooky food and this ghoulish class is one of our most popular. Tricks and treats will abound for all! We'll have a blast creating some of the spookiest concoctions ever. Menu to be determined. Accompanying adult is not necessary for enrollment.

Full Hands On - Ages 6 and up.
$30 per child

Everyday Eats • Lake Forest Park Town Center • 206 417 5732 • www.everydayeats.com
# What's Happening

## October 2004

### October at a Glance

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, Oct. 4</td>
<td>6:30pm</td>
<td>Pressure Cooking a la International</td>
<td>$45</td>
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<tr>
<td>Thursday, Oct. 7</td>
<td>6:30pm</td>
<td>A Soup, A Stew, A Chowder</td>
<td>$40</td>
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<tr>
<td>Sunday, Oct. 10</td>
<td>2:00pm</td>
<td>Two Pies and a Tart</td>
<td>$45</td>
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<tr>
<td>Monday, Oct. 11</td>
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<td>Kids In the Kitchen - Take It Home Tuscan Bean Soup</td>
<td>$30</td>
</tr>
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<td>Wednesday, Oct. 13</td>
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<td>Cozy Harvest Supper</td>
<td>$40</td>
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<td>Monday, Oct. 18</td>
<td>4:30pm</td>
<td>Cooking For Two or Just You</td>
<td>$40</td>
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<tr>
<td>Saturday, Oct. 23</td>
<td>11am</td>
<td>You Can Do It! Five Part Culinary Series Begins</td>
<td>$225</td>
</tr>
<tr>
<td>Sunday, Oct 24</td>
<td>2pm</td>
<td>Kids In the Kitchen - Hooray For Halloween!</td>
<td>$30</td>
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<tr>
<td>Tuesday, Oct 26</td>
<td>6:30pm</td>
<td>Guest Chef of the Month, Joe Schipacci Cooks Italian!</td>
<td>$50</td>
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### Why Wait?

**Join Us & Learn to Love Cooking!**

**To Register:** Call (206) 417-5732  
**or email us at:** info@everydayeats.com

Classes are held at:
Everyday Eats  
Lake Forest Park Towne Center  
17171 Bothell Way NE  
Lake Forest Park, WA 98155

**Store hours:**
Monday thru Saturday: 10am to 8pm  
Sunday: 11am to 5pm

**For Additional Information contact:**  
Erika Lamoureux, Culinary Program Director  
Business Office  
425 482 0827
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10am-6pm

Honey Bear Bakery
• Fresh pastries daily
• Great sandwiches, soups & salads
• Special order cakes

6504 20th Ave NE
Seattle, WA 98115
206-525-2347
www.ravennathirdplace.com
M-Th 8-10, Fri-Sat 8-11, Sun 8-7
Sociologist Ray Oldenburg's book *The Great Good Place* suggests that to lead a rewarding life, each of us needs three places. First is the home. Second is the workplace or school. Beyond lies the place where people from all walks of life and all social levels interact, experiencing and celebrating their commonality as well as their diversity. It is a *third place*.

Welcome to Ravenna Third Place the deliberate and intentional creation of a community of booklovers, a fun, comfortable, and safe place to browse, linger, lounge, relax, read, ear, laugh, play talk, listen and just watch the world go by.

We invite you to make Ravenna Third Place your third place.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<td>2 October</td>
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<td><strong>Free live music every weekend!</strong></td>
<td><strong>Barossa Flute Ensemble</strong>, 7 pm</td>
<td><strong>Jennifer Weiner</strong>, 7 pm</td>
<td><strong>Milner Family Fiddles</strong>, 7 pm</td>
<td><strong>Eve Trousset</strong>, 6:30 pm</td>
<td><strong>William Allen</strong>, 7 pm</td>
<td><strong>Third Place Books is turning 6! Watch for an invitation to our early November anniversary party and our semi-annual used book sale.</strong></td>
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</table>

**Third Place Commons is a vibrant gathering place for all the members of our community. Free live music, health fairs, magic shows, community meetings, discussion groups, afternoon movies, and art classes are all a part of what makes Third Place great.**

None of this would be possible without the Friends of Third Place Commons and the "Friends" wouldn’t be possible without member support. Join Friends of Third Place Commons today to help insure that The Commons will be around for a long time to come! Call Karen at 425-417-7478 or email karen@thirdplacecommons.org to join.

**OCTOBER 2004**

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**Third Place Books**

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**THIRD PLACE BOOKS**

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**FOOD**

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**COOKING CLASSES**

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**MUSIC EVENTS**

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**BOOKS**

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**MUSIC EVENTS**

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**BOOKS**

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**FOOD**

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**COOKING CLASSES**

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**MUSIC EVENTS**

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**BOOKS**

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Fiction

Men of Tomorrow: Geeks, Gangsters, and the Birth of The Comic Book
Gerard Jones

This rich and colorful history of the small group of outsiders that pioneered the creation of the American Comic Book (a creation that is currently experiencing an unexpected revival in the publishing world) is a real-life account of the era covered in the award-winning novel The Amazing Adventures of Kavalier and Clay.

Magical Thinking: True Stories
Augusten Burroughs (St. Martin's)

On the heels of his best-selling memoirs, Dry and Running With Scissors, Augusten Burroughs offers us a collection of unfainingly intimate and frequently hilarious tales that dare to tell uncomfortable truths from an unusual life.

The Plot Against America
Philip Roth (Houghton Mifflin)

Philip Roth’s new work imagines what it would have been like growing up in a Jewish household in Newark, if an anti-Semitic Charles A. Lindbergh had defeated Franklin Roosevelt in the 1940 presidential election. Roth excels in revisiting dark parts of our country’s history, both real and imagined, and The Plot Against America succeeds in being both frighteningly relevant and continuously humorous.

Fortune’s Bastard
Robert Chalmers (Black Cat)

Edward Miller is not a nice man, and when his semi-self-destructive lifestyle suddenly implodes he retreats to a small remote Florida town whose entire population consists of fat ladies, dwarves, lizard women, etc. In this unlikely community Edward finds not only hope but also love in this darkly hilarious novel (in paperback).

The Cartier Project
Miha Mazzini (Scala House)

The Cartier Project is one of Slovenia’s best-selling titles of all times. Its tale of a young man whose wild quest to revolutionize his sun’s supply of Cartier perfumes is told against the backdrop of a disintegrating Yugoslavia. This is the second of three books by this celebrated Eastern European author that local publisher Scala House Press is making available to an English speaking market.

Non-Fiction

A People’s History of the United States
by Howard Zinn (Harpers Collins)

Every American has a responsibility to read this book and contemplate its wealth of information, realizing that despite the endless brutality of our past, we live in a radical world yet to be. No other history book comes closer to defining American history as this book, overcoming the prior whitewash and lies with a new, sobering illumination.

A Reading Diary: A Passionate Reader’s Reflection on a Year in Books
Alberto Manguel (Farrar, Straus and Giroux)

Alberto Manguel, author of the incomparable A History of Reading, takes us along on a year’s worth of his reading as he discovers the day-to-day connections, coincidences, and illuminations that he encounters while reading books by Cervantes, Goethe, H. G. Wells, Kipling and others.

KIDS’ BOOKS

Edgar Allen Poe’s Tales of Mystery and Madness
Illus. By Gris Grimly (Atheneum / Simon & Schuster)

Think you know Poe? Wrong! Just in time for the spookiest of seasons, four popular Poe tales devilishly illustrated by Gris Grimly (Boris & Bella, Creature Carnival!) leap from the pages of this perfect fireside read-aloud (or for older children to take to bed...and leave the lights on all night!) to allay the darkest of fears.

Boris and Bella
Carolyn Crimi, Illus by Gris Grimly (Harcourt)

Bella Legrossi and Boris Kleanitoff are opposites – she’s the messiest monster and he even vacuums his vampire bats! How they become the happiest couple in Booville is a not — TOO — scary Hal­loween tale for young readers.

Clutter Bash! A Day of the Dead Celebration
Richard Keep (Peachtree)

Dia de los Muertos, observed in Mexico on Nov. 2, is a noisy yet respectful fiesta honoring ancestors and celebrating life. This cheerful picture book takes kids on a holiday to visit very young readers (and listeners).

The Day I Swapped My Dad for Two Goldfish
Neil Gaiman, Illus by Dave McKeon (Harpers Collins)

This new edition of the 1997 hit by frequent collaborators Gaiman & McKeon (Coralline, The Wolves in the Walls, the Sandman series) vibrates with their unique graphic art styles, for ages 5 all the way up.

No Time Like Show Time
Michael Hoye (G.P. Putnam’s Sons)

Back in his third adventure, watch­maker mouse Hermux Tantamoq is center stage in a plot to bring down Fluster Varmint – but Hermux just wants a happy ending with Linka Perlinger. Meet Michael Hoye (Time Squeak, A Tale of Two Friends) with this autumn tale (Time of the Squeak, the Sandman of Time) at Third Place Friday, Nov. 12 at 11 a.m.

Lake of the Skulls — A Knight's Story
By Paul Stewart & Chris Riddell (Atheneum / Simon and Schuster)

Creators of The Edge Chronicles intro­duce Free Lance, a knight who teams with Lord Big Nose in a quest with more adventure than he’s expecting.
Lynn Brunelle  
Tues., October 5 at 10:30 am  
Pop-Bottle Science (Workman)  
Where can you find a trombone, a volcano, a lava lamp AND a science lesson in your recycling bin? Just add Lynn Brunelle's 5-page guide (which even includes a starter bottle!) and you'll be on the road to fun and discovery.  
Jon Scelesza & Lane Smith  
Saturday, October 9 at 10 am  
Science Verse (During Children's Day Festival)  
In this companion to Math Curse, the folks who contributed The Stinky Cheese Man to children's literature introduce a way for players to parallel science classes in parodies of famous songs and poems. Lane Smith's illustrations and Jon Scelesza's plays on verses will delight the whole family, and can be ordered from Child's World.  
Mo Willem  
Wed., October 13 at 10:30 am  
Knuffle Bunny (Hyperion)  
Daddy's in charge, and Knuffle Bunny gets lost! Uh oh! This cleverly illustrated cautionary tale is a hilarious delight for readers ages 4 through 8, younger listeners, and Daddies (and Mommies) of all ages. Come to meet Mo Willem, who also wrote Don't Let the Penguin Dive the Bus!  
Graeme Base  
Thursday, October 21 at 10 am  
Jungle Drums (Abrams)  
Our favorite Australian author/illustrator brings us a children's book with animal characters, hidden pictures, a plot full of surprises, and a subtle message. This is Graeme Base's third visit to Third Place Don't; please miss this chance to hear the enthusiastic author and collect an autographed book to treasure.  
R. L. Stine  
Thursday, October 21 at 5:30 pm  
Mostly Ghostly 1 - Who Let the Ghosts Out?  
Mostly Ghostly II - Have You Seen My Ghoulfriend?  
Make sure to take your costumes with you... ghosts may move into your closet — then Phears, an evil spirit, starts to follow him around. Meet the one and only R.L. Stine, whose Goosebumps books have sold 250 million copies!  
Amanda Lurmy & Loren Weinger  
Saturday, October 23 at 2 pm  
Adventures of Riley: Amazon River Rescue  
An all-ages fun party with the Magic School Bus! Join the adventures of Riley as she explores the Amazon River! In this companion to The Magic School Bus Visits the Amazon Rain Forest, Riley and her friends set out on a boat and learn about the Amazon Region.  
Paul Stewart & Chris Riddell  
Wednesday, October 27 at 10:30 am  
The Edge Chronicles  
A series of six young-adult story British author Paul Stewart, with exquisitely detailed illustrations by Chris Riddell, is inhabited by boy and girl characters in a mysterious world with networks, trolls, and a few other people. Kids 9 to 12 and their grownups will be captivated by The Stormchaser and Beyond the Deepwoods.
**Literary Events**

**Eileen Gunn**
Saturday, October 16 at 6 pm
*Stable Strategies and Others* (Tachyon Publications)

**L. Timmel Duchamp**
Sunday, October 17 at 7 pm

**Gwyneth Jones**
Wednesday, October 20 at 7:30 pm
*Life (Aquebus Press)*

**Judy Ford**
Sunday, October 24 at 7 pm
*Single: The Art of Being Satisfied, Fullfilled and Independent (Adams Media)*

**Jonathan Santlofer**
Monday, October 25 at 6:30 pm
*Color Blind (William Morrow)*

**Deepak Chopra**
Tuesday, October 26 at 7:30 pm

**Caroline Myss**
Thursday, October 28 at 7 pm
*Invisible Acts of Power (Free Press)*

**Brodbeck and Delevingne**
Thursday, October 28 at 7:30 pm
*In A Dark House* (HarperCollins)

**Carolyn see #**
Saturday, October 30 at 7 pm

**David Domke**
Sunday, October 31 at 6 pm

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**Nick Flynn**
Friday, October 1 at 6:30 pm
*Amusing Bullshit Night in Suck City* (WW Norton & Co.)

**Edward A. Whitelaw & Others**
Saturday, October 2 at 6 pm
*Defending Wild Washington* (Mountaineers)

**Maryn McKenna**
Wednesday, October 6 at 7 pm
*Twenty Evergreen* (Knopf)

**T. Jefferson Parker**
Monday, October 7 at 4 pm
*California Summer* (Harper Collins)

**William Albert Allard**
Wednesday, October 8 at 6 pm
*In Focus (National Geographic)*

**Stephanie Kallos**
Thursday, October 9 at 7 pm
*Broken For You (Grove Press)*

**Susan Orlean**
Friday, October 10 at 6:30 pm
*My Wild Italian Life: Travel Stories From A Woman Who’s Been Everywhere* (Random House)

**Jennifer Wolner**
Sunday, October 11 at 7 pm
*Little Earthquakes (Atria)*

**Vicki Han**
Monday, October 12 at 7 pm
*The Wisdom of Forgiveness: Intimate Conversations and Journeys (Riverhead)*

**Victor Chan**
Tuesday, October 13 at 7 pm
*The Spiral Dance, from the perspective of her 25 years of practice of earth-based spirituality. Meet the renowned witch and ecofeminist, who weaves environmental science with spells, chants and meditations.*

**Jill Conner Browne**
Tuesday, October 13 at 7 pm
*Sweet Potato Queen’s Field Guide To Men. Every Man I Love Is Either Gay, Married or Dead. (Crown)*

**Jon Katz**
Tuesday, October 13 at 7 pm
*The Dogs of Bedlam Farm: An Adventure with Sixteen Sheep, Three Dogs, Two Donkeys, and Me (Random House)*

**David Levithan**
Thursday, October 15 at 4 pm
*The Real Estate Possibility (Knop)*

**Peter Heller**
Thursday, October 15 at 4 pm
*Hell or High Water (Rodale)*

**Bill Rancic**
Friday, October 16 at 6 pm
*I’m Not Here!* (HarperCollins)

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**Nicholas Sparks**
Friday, October 16 at 7 pm
*The Choice* (HarperCollins)

**Terry Donnelly & Mary Liz Austin**
Tuesday, October 20 at 7 pm
*Wild Seattle (Sierra Club)*

**Russell Harper**
Friday, October 29 at 6:30 pm
*Bald (Scala House Press)*

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**Golliblys**
Sunday, October 31 at 2 pm
*Golliblys (Abrams) & Cheffee Morning (Kid)*

**Brian Froud**
Saturday, November 6 at 6 pm
*third Place Book Club and Children’s Author Events*
December 2004

Great Books at Great Prices
You don't need to spend a lot of money to give great gifts for the Holidays. Our Bargain Books sections have everything from newer fiction to gorgeous coffee table books to wonderful children's illustrated books, there's something there for everyone!

Lee Lannor, author of Friday, December 3 at 7:30 pm from the tradition of Baha'i, the Baha'i Faith, and Baha'i music, in the free public piano and drum circle, ticket prices or tickets to get tickets text. Find out why?

Erik Madjik & Blue Madness Sat, Dec 4 at 7:30 pm with an audience, special guests, popular and hip, tickets to get tickets to get tickets through text. Find out why?

Majik Bliss and the Baha'i Piano and drum circle, free public piano and drum circle, ticket prices or tickets to get tickets through text. Find out why?

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Third Place Books
Your FIRST place for Holiday Shopping

Free gift-wrapping helps to make your gift giving a little easier.

A friendly, knowledgeable staff will help you find the perfect match for everyone on your list!

Tons of free parking!

Free, live music puts you in the spirit of the season.

Restore your energy with delicious seasonal treats from the Honeybear Bakery and our four other restaurants.

GIFT IDEAS FOR EVERYONE ON YOUR LIST

For the ANIMAL LOVER

Untamed
Steve Bloom (Harry Abrams)

From the breathtaking cover photo of a bear charging the camera to the playfully majestic penguins on the banks of Antarctica inside, Steve Bloom's book of wildlife photography has more than 200 images which span the globe, capturing animals in their natural habitats.

For the ARTISTIC SOUL

Passage
Andy Goldsworthy (Harry Abrams)

This eagerly anticipated volume of Andy Goldsworthy's one-of-a-kind collaborations continue to explore, with stunning artistic insight that takes its structural inspiration from literature. The Canterbury tales in their natural habitats.

For the CLASSICIST


This most classic of classic tales, dating more than one thousand years before The Iliad, is finally being presented here in an aggressively literary version worthy of this ancient masterpiece. Acclaimed translator Stephen Mitchell accompanies his text with a fascinating and insightful introduction that will easily guide new readers through this epic.

For the SCIENTIST

The Ancestor's Tale: A Pilgrimage to the Dawn of Evolution
Richard Dawkins (Houghton Mifflin)

This impressively ambitious comprehensive look at evolution is a book of science that takes its structural inspiration from literature. The Canterbury Tales serves as the model for Dawkins' walk through evolution with a variety of different organisms, stopping on the way at 40 rendezvous points which link to common ancestors, bringing us to present day and the most recent thoughts and theories on the evolutionary process.

For the NOSTALGIC

The Complete Peanuts: Volume 2
Charles M. Schulz (Fantagraphics)

The second installment in this planned set of 25 books covers every strip published in the daily and Sunday editions during the years 1953-1954. Notable events during these years include the arrival of Pigpen and his dust-cloud as well as Linus' security blanket.

For the ASPIRING BOOK COLLECTOR

Instant Expert: Collecting Books
Matthew Budman (House of Collectibles)

This 192-page book is one of the best introductions to book collecting you can find. It's up-to-date, with information about the pros and cons of buying and selling books on line, as well as basic guidelines to first edition identification. We were so impressed with this book we gave copies to the entire Third Place staff.

For the LITERARY SNOB (picked by a literary snob)

Liquidation
Imre Kertesz (Knopf)

This new novella from the winner of the 2002 Nobel Prize for Literature, his first since winning, is a fictional investigation into the unlikely suicide of a famous Hungarian writer that intertwines strands of personal and public history with dense but delicate human emotions.

For the JACK AUBREY ENTHUSIAST

21: The Final Unfinished Voyage of Jack Aubrey & Maturin Novels Boxed Set
Patrick O'Brian (WW Norton)

For fans of this sea-faring series which began with Master and Commander come these two must-have additions to the collection. 21. is the first three chapters of his renowned twenty-first novel, which Patrick O'Brian had on his desk at the time of his death. The Boxed Set is the complete series (including 21) bound in five beautiful volumes and housed inside a handsome box.

For the LITERARY COOK

Hallelujah! The Welcome Table
Maya Angelou (Random House)

Bringing together memories from her life of sharing food and celebrating with others, acclaimed author Maya Angelou has created a cookbook that is as much about the stories we tell and share while eating as it is about the fabulous recipes inside.

For the LOVER OF CHRISTMAS

O Holy Night: Christmas with the Boys Choir of Harlem
(Harper Collins)

The Boys Choir of Harlem chose five carols beloved for their spiritual vitality and timeless appeal, and recorded them on the CD included in this book, which is illustrated by Faith Ringgold in jewel-toned paintings.

For THOSE WHO BELIEVE...

Santa Kid
James Patterson (Little Brown)

For a more secular holiday story, bestselling author James Patterson's first children's book introduces Chrissie Claus, who tells of the time the big boss of the ELM Company tried to buy the North Pole. It takes all of Chrissie's faith in the meaning of Christmas to save the day...for all the world's children.

For OLIVIA FANS

Teatro Olivia
Ian Falconer Production (Simon and Schuster)

Olivia, the beloved porcine heroine of her own books, now comes with her own spotlight and stage! Complete with nine paper dolls (including Ian), scenery, stage sets, and more, Olivia's theatre-in-a-box will delight budding Thespians!

For FANS OF THE SECRET GARDEN

The Star of Kazan
Eva Ibbotson, illus. by Kevin Hawkes (Dutton Books)

The author of Which Witch?, Island of the Aunts, and more returns to her own childhood's setting, Austria, where she introduces, Annika, a foundling child who dreams that one day an aristocratic mother will return to claim her. When her dreams come true, Annika finds that her new life of privilege is not what she'd hoped.

For the FANS OF REDWALL

Warriors
Erin Hunter (HarperCollins)

With five books in the series, young readers could spend the entire holiday break with the clans of wild cats who struggle for control of the forest. Erin Hunter includes rich mythical suggestions for the cats' behavior, in the spirit of J.R.R. Tolkien.

For YOUNG SCI-FI READERS

The Book of Dead Days
Marcus Sedgwick (Random House)

The days between Christmas and New Year's are the “dead days,” when spirits roam and magic shifts restlessly. ...This spellbinding story of power, corruption and desperate magic comes from a respected British author of young adult books.
Performers from Lake Forest Park, Shoreline and neighboring communities will bring holiday music and dance to the Commons throughout the merry month of December.

Mountlake Terrace High School Jazz Ensemble Saturday, December 4 at 3 pm

LFP Elementary School Singers Monday, December 6 at 6:30 pm

IV Ballet Saturday, December 11 and 18 at 1 PM

Act One Dance Studio Sunday, December 12 at 3 pm

NWBallet Saturday, December 11 at 1 PM

Northwest Community Band Saturday, December 11 at 3 pm

Sunday Afternoon at the Movies Sunday, December 26 at 4 pm

The LFP Hollywood Video brings a children's movie favorite, "Home on the Range," and lots of treats for a special afternoon.

On the Commons

Mah Jongg! Mondays at 9:30 am

Talk Time: English Conversation Monday, December 12 at 1:30:3:30 pm

Adventures Guides & Princesses Sunday, December 12 at 4 pm

Victory Music Open Mic Third Sunday from 5:30-7:30 pm

Shoreline Schools Band Concert Saturday, December 18 at 10:30 am

Shoreline Schools Orchestra Concert Thursday, December 16 at 7 pm

LFP Library "Pizza and Books" First Tuesday at 4 pm

LFP Garden Club Second Tuesday from 8:15-9:15 am

Seattle Pen Club Third Saturday at 11 am

For information on becoming a Friend of Third Place Commons, and on Meeting Room reservations, contact Karen True at 425-417-7478 or email karen@thirdplacecommons.org.

* = Meets in the Commons Meeting Room

SOMETHING FOR EVERYONE!

Mom, Dad, Grandma, Grandpa, Sister, Brother, Wife, Husband, Son, Daughter, Boss, Coworker, Neighbor, Sister-In-Law, Brother In Law, Friends, Partner, Mailman, Significant Other, Cousin, Nephew, Niece, Teacher, Bus Driver, Bartista, Nurse, Aunt, Uncle, Ex-Boyfriend, Babysitter, Pastor, Cleaning Lady FROM ANonomocts TO GIFT EMBELLISHMENTS WE’VE GOT IT!


For information on becoming a Friend of Third Place Commons, and on Meeting Room reservations, contact Karen True at 425-417-7478 or email karen@thirdplacecommons.org.
Angel Care Breast Cancer Foundation
Sat., Dec. 11, 11am to 4 pm
Calendar Sale
Meet the models, and volunteers from Angel Care Breast Cancer Foundation, an organization that provides one-on-one emotional care for women diagnosed with breast cancer. They will be in our store to promote breast cancer awareness and their calendar. The calendar models are all breast cancer survivors, tastefully clad only in angel wings. All proceeds for the calendar sales go directly to Angel Care Breast Cancer Foundation.

Patricia Lunneborg
Monday, December 13 at 6 pm
Women Police: Portraits of Success (Universe)
Where can a woman learn if police service is for her? And where can people find out what the job is really like? Patricia Lunneborg will discuss her cross-country trek to answer these questions, and encourage women to become officers. Island County Sheriff and author Michael Hawley says, "I recommend this book to anyone wanting an accurate window into this challenging and changing realm."

Larry Karp
Monday, December 3 at 7 pm
First Do No Harm (Poison Pen Press)
In his fourth crime novel, Seattle author Larry Karp weaves dual stories. When a young man announces he is going to medical school, his powerful father is enraged. He then reveals the story of his father, a beloved doctor in a small New Jersey town in the 1940's, leading to dangerous secrets that the younger man is trying to unmask.

Third Place Book Club
Third Place Book Club is observing two traditions. We do not meet in December, and we will read and discuss The Best American Short Stories in January. Edited by Lorrie Moore, the 2004 collection promises to be an exciting one. It will go on sale at our book club 20% discount on Dec. 26. Join us Jan. 31 for this popular discussion!

Third Place Cookbook
For the New Year, it's a new cookbook! The Third Place Cookbook Club will start 2005 with The New Best Recipe by Christopher Kimball, with more than 1,000 foolproof recipes from Cook's Illustrated. Members of the cookbook club will enjoy their first dinner from the new book on Monday, January 10 at 6:45 pm. For more information on joining the club, which meets the second Monday evening of each month, contact Megan at mwillliams@thirdplacebooks.com. The December 13 meeting will be a cookie exchange and wine tasting.
Crossroads Deluxe

Easy Access Directions:
From SR 520 (Evergreen Floating Bridge)
Take the 148th Ave. NE Exit Southbound. (Pass Sears on left, Fred Meyer on right). Go to NE 8th Street and turn LEFT (east). Go to 156th Ave. NE and turn LEFT (north). Crossroads parking lot is the first 4 driveways to the RIGHT.

From I-405 (North or South)
Take the NE 8th Street Exit (138) heading EAST.
Drive approximately 3 miles to 156th Ave. NE. Turn LEFT onto 156th Ave. NE. Turn RIGHT into one of the next 4 driveways to Crossroads parking lot.

From I-90
Take the Northbound exit at 148th Ave. SE (Bellevue College exit). Continue on 148th Ave. (north) to NE 8th Street and turn RIGHT. Drive up the hill (east) to the light at 156th Ave. NE and turn LEFT. Crossroads parking lot is the first 4 driveways to the RIGHT.

Hours of Operation
The Stores
Mon - Sat 10am - 9pm
Sunday 11am - 6pm
Stores with outside entrances may have different hours.

Market Eateries
Sunday 7am - 6pm
Mon - Thurs 7am - 9pm
Fri and Sat 7am - 10pm

Crossroads Shopping Center
15600 NE 8th St.
Bellevue, WA 98008
P. 425.644.1111 WWW.CROSSROADSBELLEVUE.COM

Directory

Discover a lively community spirit and a first-rate shopping experience waiting for you to enjoy at Crossroads. Over 85 stores, restaurants and services including free music, games and more. There's always something fun happening at Crossroads.

Mingle
Crossroads is the quintessential “third place”, the heart and soul of the Eastside. It's an energetic shopping center, warm and welcoming where people come together to meet, share ideas and experience being part of a larger Eastside community.

Shop
Whether you're looking for apparel and accessories, home entertainment and electronics or just a friendly place to shop with friends and family, you'll see why we think we've created the best community-driven mall around. With over 50 stores to choose from, you'll find the convenience of shopping at Crossroads Bellevue a great way to spend your time.

Play
Take a break from shopping and join us in the Public Market for the most diverse range of food on the Eastside. This isn't your normal fast-food fare. It's food from around the world, and you can find anything from burritos to burgers and piroshky to pizza. All community owned. All delectable.

Taste

Smile
With all the conveniences that Crossroads has to offer, you can take time to laugh, eat, shop, mingle, read, play, discover, and yes, smile. So hang out with your friends, dance with the kids or find a treasure. It's all right here at Crossroads Bellevue. Enjoy.
Enjoy the day at Crossroads Bellevue exploring the stores, restaurants and unique surroundings. And take advantage of the personal services we provide to make your life a lot easier.

Crossroads Bellevue

Shop all the best stores.
Spend the day shopping and discovering the great everyday stores at Crossroads. Find places you've come to expect like Bed Bath & Beyond and Old Navy. Explore unexpected shops that represent our unique community. And there's always plenty of parking.

Take care of business.
Send a package, visit City Hall, check out a novel at The Library Connection or visit your bank. We've created a community with all the services that you need to complete that to-do list.

See and be seen.
Meet some friends at the movies, make your move at the giant chess set, or bring the entire family for free live music every Friday and Saturday from 7:30pm-10pm. You haven't seen it all until you've been to Crossroads.

Eat around the world.
Choose Korean, Mediterranean, Indian, Thai, Mexican, sushi, burgers, barbeque, pizza, and then some. With over 20 eateries to choose from, you'll find just about anything you crave. Now that's a mouthful.

Come join the fun and enjoy a day at Crossroads Bellevue!
Public Art
ATM machines
Restrooms
Carousel
Giant Chess
Telephone
Market Stage
Customer Service Booth
Free Wi-Fi Zone
Shop all the Best Stores

APPAREL AND ACCESSORIES
- Dressbarn 614·1211
- Kid's Club 643·5427
- Monograms Plus 747-0068
- Old Navy 562·4252
- Shirazi 644·0604
- Sunderland Jewelers 747·7432
- The Tux Shop 401·2005

ANIMAL AND NATURE
- Petco 641·9333

BEAUTY, HEALTH AND PERSONAL CARE
- Bartell Drugs 643·7300
- Catini Spa (opening Spring 2004) 644·5857
- Crossroads Barbershop 747·4231
- Hair Chair (inside Kid's Club) 562·0430
- Purified Water-to-go 957·5507
- Paris Miki Optical 641·7311
- Pazz Hair Design 746·8702
- Quik Tan 641·7703

CARDS, GIFTs, CRAtFS AND PARTY GOODS
- A & H Hallmark 747·6787
- Creatively Yours Ceramic Studio 747·2380
- Jo-Ann 663·7088
- Michaels 747·1231
- Party City 401·9919

COLLECTIBLES
- Dolls and Friends 746·0244
- Woodbury's Collector Gallery 643·2823

HOME ENTERTAINMENT AND ELECTRONICS
- GameStop.com 643·9282
- Circuit City 747·2949
- Wizards of the Coast 747·6888

HOME FURNISHINGS AND ACCESSORIES
- Applegreen Furniture 643·7415
- Bed Bath & Beyond 564·0504
- Copleat Cook 746·9201
- Crossroads Florist 747·5654
- Exclusively, Art 747·4999
- 3 Day Blinds 649·9990

MUSIC, BOOKS, MAGAZINES AND VIDEO
- Barnes & Noble 644·1650
- Blockbuster Video 562·5500
- CD Warehouse 641·6107
- Daily Planet News 562·5519
- Half Price Books 747·6616

SPORTS EQUIPMENT
- Bicycles West 747·2288
- Sports Authority 747·6112

Take Care of Business

BANKING AND FINANCIAL SERVICES
- Edward Jones 467·6990
- Wells Fargo Financial 747·8511
- U.S. Bank 401·3388
- Washington Mutual Bank 590·4060

COMMUNITY SERVICES
- Bellevue Police Department, Crossroads Sub-Station 452·2891
- Bellevue Mini-City Hall 452·2800
- The Library Connection @ Crossroads 644·6203
- Community Room

CONVENIENCE SERVICES
- Alpha 1 Hour Photo 641·8889
- Altrations Express 649·5943
- Bel-Red Auto License 747·4444
- Crossroads Shoe Service 747·5279
- The UPS Store 746·6880

See and Be Seen

ENTERTAINMENT!
- Crossroads Cinema 562·7230
- Crossroads MarketStage www.crossroadsbellevue.com
- Giant Chess Set

Other

MANAGEMENT
- Crossroads Management Office 644·1111

FREE Wi-Fi ZONE
- Courtesy of King County Library System KCLS.org

[Remember, all phone numbers begin with prefix 425]